



## Promotion results report

Period: 13.05.2022 – 05.07.2022

### KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ



#### DEVELOPMENT OF A MASTER PROGRAMME IN THE MANAGEMENT OF INDUSTRIAL ENTREPRENEURSHIP FOR TRANSITION COUNTRIES

610198-EPP-1-2019-1-ES-EPPKA2-CBHE-JP



Univerza v Ljubljani





## Content

Kazakhstan ..... **Ошибка! Закладка не определена.**

## SW in Kazakhstan

Work on the implementation of the 5<sup>th</sup> working package "Dissemination" is an ongoing activity at the Karaganda University of Kazpotrebsoyuz.

Information about meetings and events is constantly updated on the university's website and social networks:

- <https://www.keu.kz/ru/section-table/31-materialy/6287-razrabotka-magisterskoj-programmy-po-upravleniyu-predprinimatelskoj-deyatelnostyu-promyshlennykh-predpriyatij-dlya-stran-s-perekhodnoj-ekonomikoj-mietic.html>

- <https://www.instagram.com/p/CdNDuWAoNLJ/?igshid=YmMyMTA2M2Y=>

- <https://www.keu.kz/ru/section-table/31-materialy/6287-razrabotka-magisterskoj-programmy-po-upravleniyu-predprinimatelskoj-deyatelnostyu-promyshlennykh-predpriyatij-dlya-stran-s-perekhodnoj-ekonomikoj-mietic.html>

In order to perform the task 5.3.1 - Promotion of the Master Program on May 30-31, 2022, a number of events to promote the joint educational program will be held at the Karaganda University of Kazpotrebsoyuz. To discuss the organization and the plan of activities, information was put on Google drive by those responsible for distribution.

([https://drive.google.com/drive/folders/1eo0VFHdZ6lzpGCKJKjbbf41XSIU3s\\_kj](https://drive.google.com/drive/folders/1eo0VFHdZ6lzpGCKJKjbbf41XSIU3s_kj)).

As part of the promotion of the master's program in industrial entrepreneurship management at the Karaganda University of Kazpotrebsoyuz, which took place from May 30 to May 31, 2022, three meetings were held with different groups of program and project stakeholders. These groups included: 1. potential employers and customers for the training of specialists in the field of industrial business management represented by entrepreneurs of the Karaganda region; 2. potential employers represented by partners of the Karaganda University of Kazpotrebsoyuz; 3. potential applicants, university graduates and working professionals who want to improve their skills.

In order to disseminate information about the opening of a new Master's program and provide potential applicants with handouts, a brochure on the educational program «Technological Entrepreneurship» was developed. The design of the brochure of the Master's program with a description of the educational program, its features, goals, competencies and opportunities that obtaining such a master's degree gives was completed. The layout of the design was put on Google drive ([https://drive.google.com/drive/folders/1biv8mH2HXtgXe5-TO\\_5OxlrhbXHBBJnL](https://drive.google.com/drive/folders/1biv8mH2HXtgXe5-TO_5OxlrhbXHBBJnL)).

The brochure of the Master's program was developed in Russian, English and Kazakh languages.



Co-funded by the  
Erasmus+ Programme  
of the European Union



**КОНТАКТЫ**

**ПОЧЕМУ СТОИТ ВЫБРАТЬ Наш университет?**

Современные средства обучения и материально-техническая база.  
Квалифицированный профессорско-преподавательский состав.  
Высокий уровень трудоустройства выпускников.  
Новые возможности для профессионального повышения своих коммуникативных способностей.

**ТЕХНОЛОГИЧЕСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО**

**ТВОЕ БУДУЩЕЕ! ТВОИ УСПЕХИ! ТВОЯ КАРЬЕРА!**

**ОЖИДАЕМЫЕ КОМПЕТЕНЦИИ**

1. Педагогические основы управления в технологической деятельности.
2. Научно-исследовательская работа.
3. Способность применять современные ИТ-технологии.
4. Способность создавать успешный бизнес.
5. Способность вырастить бизнес-идею.
6. Управление основными финансовыми операциями.
7. Способность инновационно решать задачи.

**Присуждается степень:**  
МАНИСТ «Технологическое предпринимательство»

**Срок обучения - 2 года**

**Прямая компания по СОП**

с 1 июня по 20 августа 2022 года

Регистрация потенциальных applicants, taking entrance examinations at the level of the Ministry of Education and Science of the Republic of Kazakhstan (comprehensive test: foreign language, critical and analytical thinking, problem-solving, I, grading decision 2).

Enrollment of students who have scored a minimum score of entrance tests (I, grade list of 150 points) from August 20 to August 23, 2022.

**Требования к поступающим**

**Высшее образование**

Средний балл по результатам тестирования в 75 баллов и выше.

**Байланыс:**

**Негізгіен бәдің университетті ТАҢДАУ КЕРЕК?**

Қазіргі заманғы құралдары және материалды-техникалық база.  
Білікті педагогикалық ұжым.  
Түптепкісінің жұмыс істеу деңгейі жоғары.  
Коммуникация дағдылары сабақ материалдарына жаңа мүмкіндіктер.

**ТЕХНОЛОГИЯЛЫҚ КӘСІПкерлік**

**СІЗДІң БОЛАШАҒЫҢЫЗ! СІЗДІң ТАҒЫМЫҢЫЗ! СІЗДІң КАРЬЕРАҢЫЗ!**

**КҮТІлетін ҚУЗЫРЕТТЕР**

1. Бағдарламаның педагогикалық негіздерін және педагогикалық әдістерін.
2. Ғылыми-зерттеу жұмысы.
3. Сәттілікпен қолданатын заманауи ИТ-технологияларды.
4. Табысты бизнес құру мүмкіндігі.
5. Бизнес-идеяларды құру мүмкіндігі.
6. Қаржылық тұрақты бизнес-жоспарды құру.
7. Бизнес-идеяларды іске асыру мүмкіндігі.

**БЕРІлетін ДЕРЕЖЕ**

«МАНИСТ» «Технологическое предпринимательство»

**Оқу мерзімі - 2 жыл**

**МІЕСЕР БІЛУ БЕРГІДІМАРАМАРЫ БОЛМАҚЫ**

1 маусымнан 20 тамызға дейін

Регистрация потенциальных applicants, taking entrance examinations at the level of the Ministry of Education and Science of the Republic of Kazakhstan (comprehensive test: foreign language, critical and analytical thinking, problem-solving, I, grading decision 2).

Enrollment of students who have scored a minimum score of entrance tests (I, grade list of 150 points) from August 20 to August 23, 2022.

**Оқуға түсетіндерге қойылатын талаптар**

**Жоғарғы білім**

Әуе бағдарламасы бойынша тестілеу нәтижелері 75 баллдан жоғары.

**CONTACTS**

**WHY SHOULD YOU CHOOSE OUR university?**

Modern training facilities and technical infrastructure.  
Qualified teaching staff.  
High level of graduates' employment.  
New opportunities for professional improvement of communication skills.

**TECHNOLOGICAL ENTREPRENEURSHIP**

**YOUR FUTURE! YOUR SUCCESS! YOUR CAREER!**

**EXPECTED COMPETENCIES**

1. PEDAGOGICAL FOUNDATIONS OF MANAGEMENT AND PERSONAL ACTIVITY.
2. SCIENTIFIC AND RESEARCH WORK.
3. ABILITY TO DEFINE STRATEGIC GOALS.
4. ABILITY TO SET UP A SUCCESSFUL BUSINESS MODEL.
5. ABILITY TO SET UP BUSINESS MODELS.
6. JEP ENROLLMENT CAMPAIGN.
7. ABILITY TO INTEGRATE KNOWLEDGE.

**DEGREE AWARDED**

Master of Economics Sciences in the EP TM04115 "Technological entrepreneurship"

**DURATION OF TRAINING - 2 YEARS**

**JEP ENROLLMENT CAMPAIGN**

From June 1 to August 20, 2022

Registration of potential applicants, taking entrance examinations at the level of the Ministry of Education and Science of the Republic of Kazakhstan (comprehensive test: foreign language, critical and analytical thinking, problem-solving, I, grading decision 2).

Enrollment of students who have scored a minimum score of entrance tests (I, grade list of 150 points) from August 20 to August 23, 2022.

**REQUIREMENTS FOR APPLICANTS**

Higher education.  
Certificate of comprehensive testing with a minimum score.

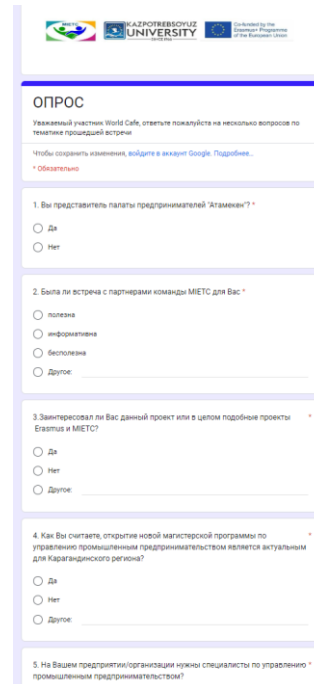
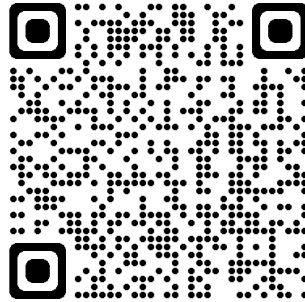
On May 30th, as part of the implementation of the international Erasmus+ «MIETC» project, a presentation of a new joint master's program «Technological Entrepreneurship» with the East Kazakhstan Technical University named after Serikbayev was held on the basis of the Karaganda University of Kazpotreboysuz. The joint master's program «Technological Entrepreneurship» is unique due to the symbiosis of technical and economic components and sustainable cooperation between the university and the business community.

The promotion meeting with entrepreneurs was held on the basis of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken"

with the provision of interactive communication with regional representative offices and branches.

In order to provide feedback on the results of the meeting, the participants were asked to complete a blitz survey in an individual electronic format.

[Questionnaire for Atameken - Google Forms](#)



The screenshot shows a Google Form titled "ОПРОС" (Survey) in Russian. It is for the "Atameken" chamber of entrepreneurs. The form contains five questions:

1. Вы представляете палату предпринимателей 'Атамекен'? (Do you represent the 'Atameken' chamber of entrepreneurs?)  
Options: Да (Yes), Нет (No)
2. Была ли встреча с партнерами команды MIETC для Вас? (Was the meeting with MIETC team partners useful for you?)  
Options: полезна (useful), информативна (informative), бесполезна (useless), Другое: (Other:)
3. Заинтересовал ли Вас данный проект или в целом подобные проекты Етамекен и MIETC? (Were you interested in this project or similar projects in Atameken and MIETC?)  
Options: Да (Yes), Нет (No), Другое: (Other:)
4. Как Вы считаете, открытие новой магистерской программы по управлению промышленным предпринимательством является актуальным для Карагандинского региона? (Do you consider the opening of a new master's program in industrial entrepreneurship management to be relevant for the Karaganda region?)  
Options: Да (Yes), Нет (No), Другое: (Other:)
5. На Вашем предприятии/организации нужны специалисты по управлению промышленным предпринимательством? (Do you need specialists in industrial entrepreneurship management in your company/organization?)

According to the results obtained, the majority of entrepreneurs rated the meeting as «useful» - 80% and 20% called it «informative» (diagram 1).

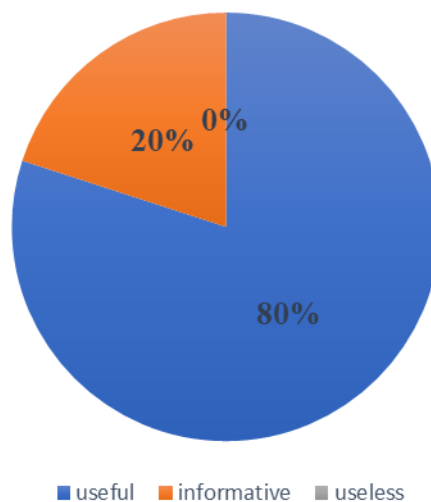


Diagram 1 - Was the meeting with MIETC team partners for you useful, informative, useless?

The meeting participants also noted 100% interest in the program and in general in the Erasmus and MIETC projects (diagram 2).

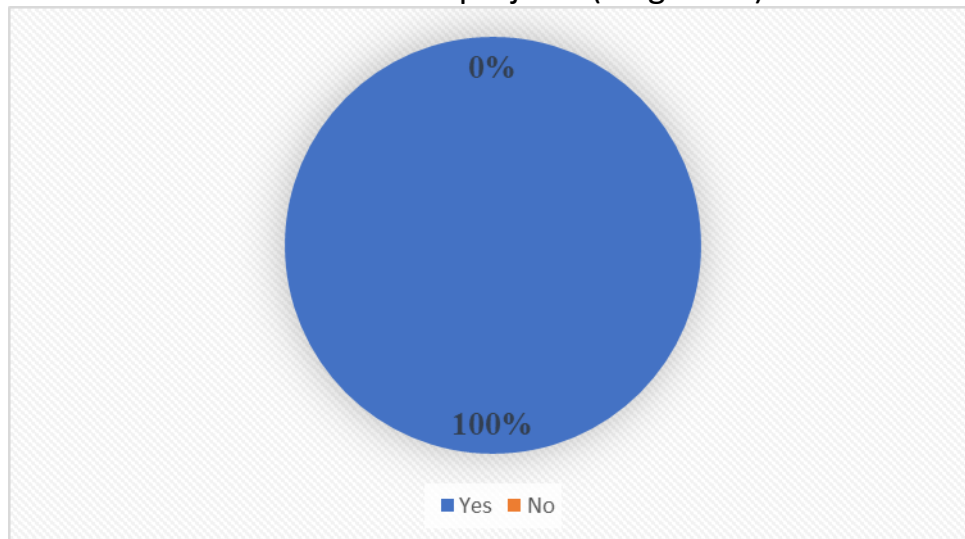


Diagram 2 - Are you interested in this project or in general similar projects of Erasmus and MIETC?

All entrepreneurs who took part in the promotion consider the opening of a new master's program in industrial entrepreneurship management to be relevant for the Karaganda region (diagram 3).

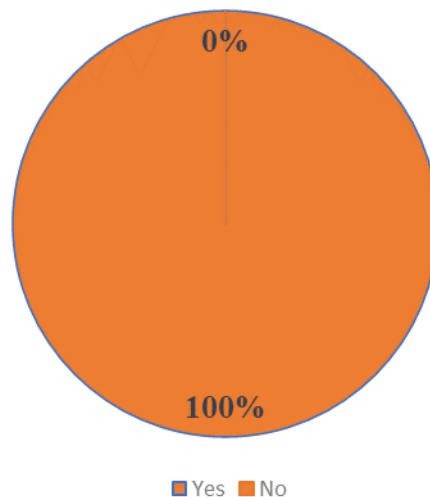


Diagram 3 - Do you think the opening of a new master's program in industrial entrepreneurship management is relevant for the Karaganda region?

At the same time, 60% of the meeting participants noted that their enterprise/organization needs specialists in industrial business management.



Another 10% themselves (open-ended answer) indicated that this issue is currently under consideration at the management level (diagram 4).

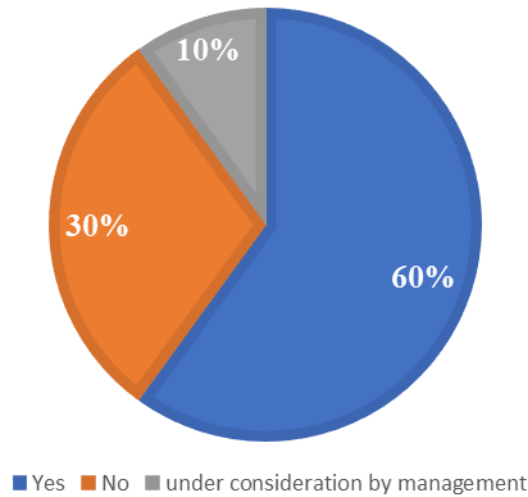


Diagram 4 - Does your company/organization need specialists in industrial business management?

During the promotion of the joint master's program in the first part of the event – World café, an off-site business meeting was held with representatives of the National Chamber of Entrepreneurs «Atameken», as a result of which vectors of further cooperation to support the promotion of the new program were identified and announced.

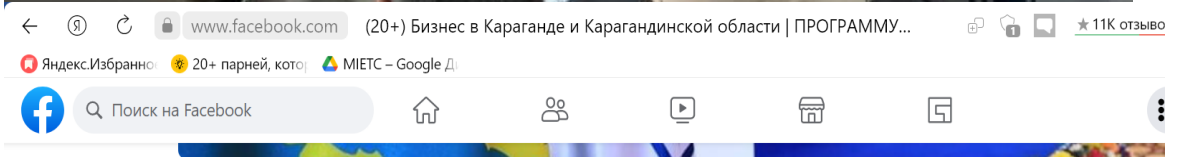


The discussion was attended by representatives of government agencies, business environment, and regional offices of NCE «Atameken», MIETC project partners from Italy, Spain, Slovenia, Tajikistan, and Turkmenistan.

The specialists of the Chamber of Entrepreneurs «Atameken» posted information about the meeting on the official website <https://www.facebook.com/groups/krgbusiness/permalink/5591116810921912/>







## Бизнес в Караганде и Карагандинской области

Общедоступная группа · 5,7 тыс. участник(-ов)

Присоединиться к группе

Информация Обсуждение Актуальное Темы Пользователи Ещё



Вера Шеллер  
4 июня ·

ПРОГРАММУ «ТЕХНОЛОГИЧЕСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО» ОБСУДИЛИ В ПАЛАТЕ ПРЕДПРИНИМАТЕЛЕЙ. Специалисты Палаты предпринимателей Карагандинской области «Атамекен» встретились с партнерами проекта «МИЕТС». На встрече обсудили возможности продвижения новой образовательной программы «Технологическое предпринимательство». Она уникальна симбиозом технических и экономических составляющих, а также устойчивым сотрудничеством между университетом и бизнес-сообществом. Встреча прошла при поддержке и участии партнеров из Казахстана (КарУ Казпотребсоюза, ВКТУ им. Д. Серикбаева),

### Информация

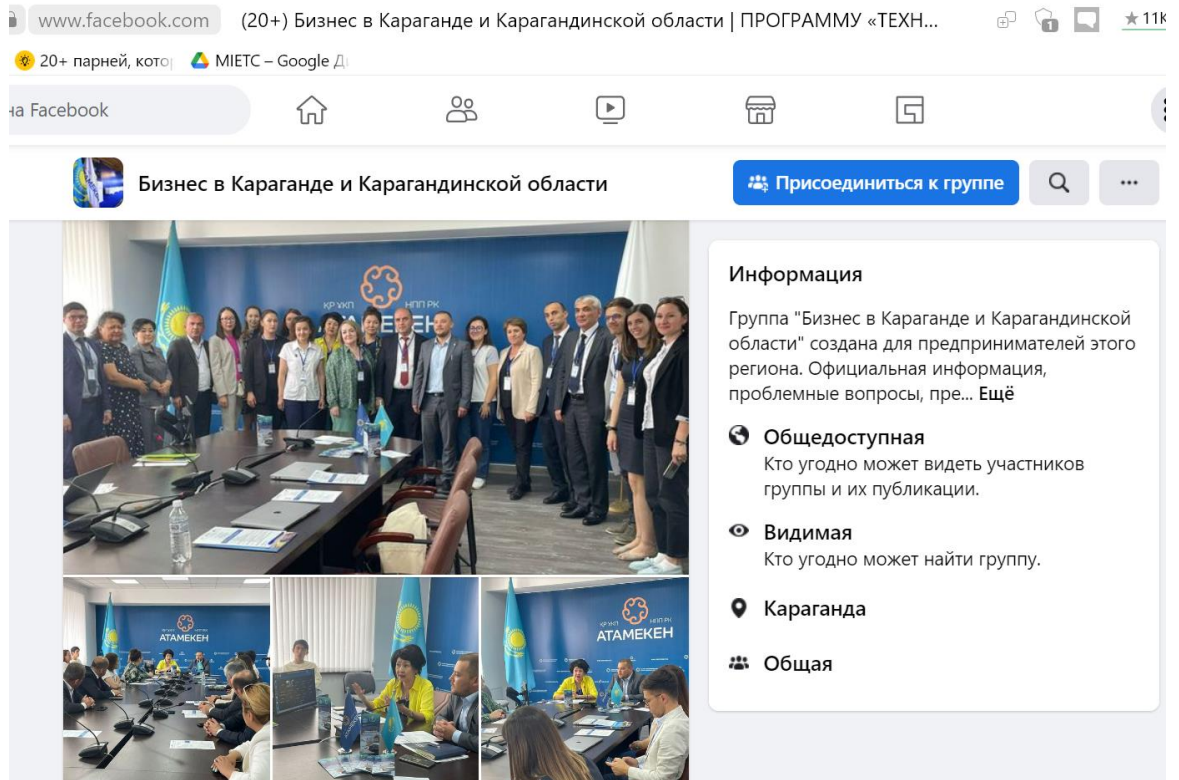
Группа "Бизнес в Караганде и Карагандинской области" создана для предпринимателей этого региона. Официальная информация, проблемные вопросы, пре... **Ещё**

#### Общедоступная

Кто угодно может видеть участников группы и их публикации.

#### Видимая

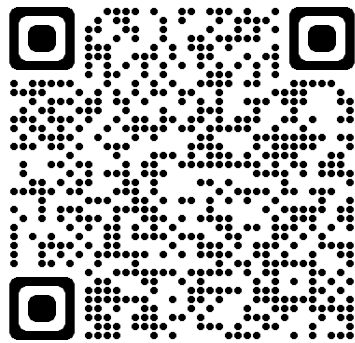
Кто угодно может найти группу.



Brochures were sent to all stakeholders for posting information about the joint educational program on official websites

As a result of the meeting with stakeholders at the Karaganda University of Kazpotrebsoyuz, feedback was also provided in the form of a short Internet survey.

[Stakeholder Survey - Google Forms](#)



**Опрос**  
Уважаемый участник World Cafe, ответьте пожалуйста на несколько вопросов по тематике прошедшей встречи

Чтобы сохранить изменения, войдите в аккаунт Google. Подробнее...

\* **Обязательно**

1. Была ли встреча с партнерами команды MIETC для Вас \*

полезна  
 информативна  
 бесполезна  
 Другое: \_\_\_\_\_

2. Заинтересовал ли Вас данный проект или в целом подобные проекты Егызтыз и MIETC? \*

Да  
 Нет  
 Другое: \_\_\_\_\_

3. Как Вы считаете, открытие новой магистерской программы по управлению промышленным предпринимательством является актуальным для Карагандинского региона? \*

Да  
 Нет  
 Другое: \_\_\_\_\_

4. На Вашем предприятии/организации нужны специалисты по управлению промышленным предпринимательством? \*

Да  
 Нет  
 Другое: \_\_\_\_\_

According to the results obtained, most of the participants, as well as entrepreneurs, rated the meeting as «useful» and «informative» (diagram 5).

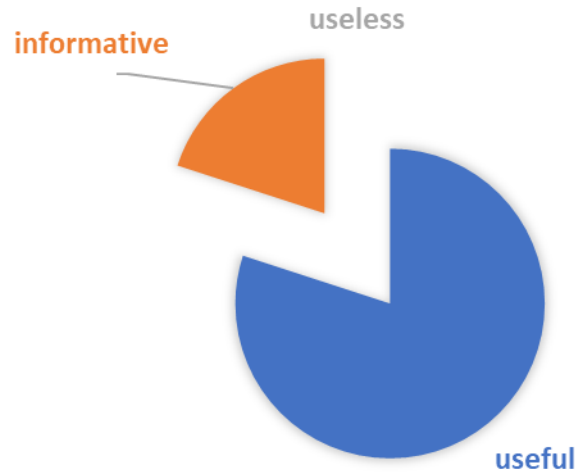


Diagram 5 - Was the meeting with MIETC team partners for you useful, informative, useless?

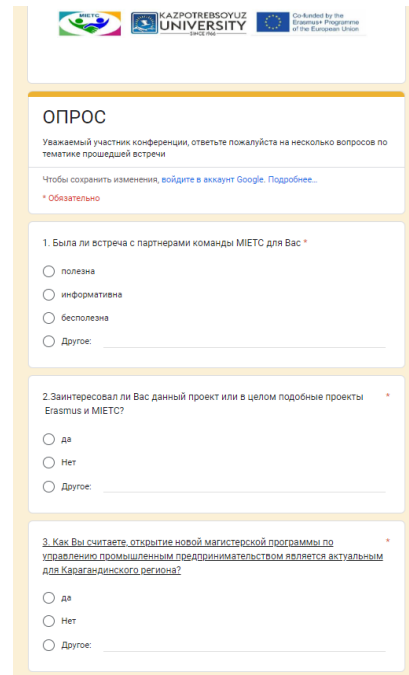
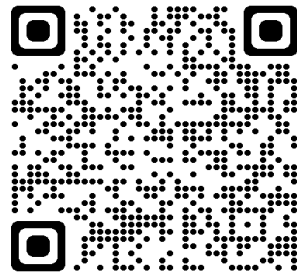
Absolutely all participants of the promotion meeting expressed their interest in this project, assessed its regional relevance and indicated that their enterprise currently needs specialists in the field of industrial entrepreneurship management.

One of the important and effective tools for the dissemination of the Joint Master's Program is the International scientific and practical Conference: "Prospects and Opportunities of the Modern Economy in the Conditions of Integration of Science, Education and Business" scheduled for May 31, 2022.

At the conference, a meeting was held with potential applicants, university graduates and working professionals who want to improve their skills. Domestic and foreign partner universities are invited to participate in the conference. The information letter is distributed through all communication channels - e-mail, social networks, university website, etc.

Below are links and QR to the surveys and interviews that were conducted.

[Conference Questionnaire - Google Forms](#)



**ОПРОС**  
Уважаемый участник конференции, ответьте пожалуйста на несколько вопросов по тематике прошедшей встречи  
Чтобы сохранить изменения, войдите в аккаунт Google. Подробнее...  
\* Обязательно

1. Была ли встреча с партнерами команды MIETC для Вас \*  
 полезна  
 информативна  
 бесполезна  
 Другое: \_\_\_\_\_

2. Заинтересовал ли Вас данный проект или в целом подобные проекты Erasmus и MIETC? \*  
 да  
 Нет  
 Другое: \_\_\_\_\_

3. Как Вы считаете, открытие новой магистерской программы по управлению промышленным предпринимательством является актуальным для Карагандинского региона? \*  
 да  
 Нет  
 Другое: \_\_\_\_\_

The answers to the proposed questionnaire showed that, from the point of view of the respondents, the meeting was useful for them: 68.2% - «useful» and 30.8% - «informative» (diagram 6).

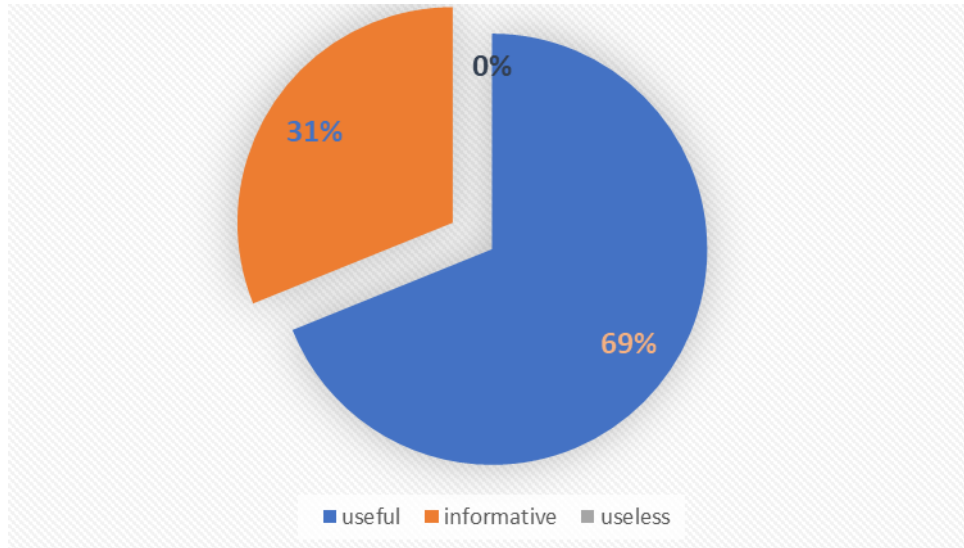


Diagram 6 - Was the meeting with MIETC team partners for you useful, informative, useless?

To a direct question whether the respondents are interested in entering the presented specialty, 15.4% of the respondents answered in the affirmative. Another 61.5% chose the «maybe» option. Only 7.7% of the meeting participants gave a negative answer. As part of the «open» response option,

the participants themselves indicated «I will invite all interested» and «I will advise» (diagram 7).

Thus, providing feedback in the form of an electronic survey made it possible to receive feedback from the promotion participants and find out their opinion on the information received, as well as partially predict their further actions in relation to this information. Also, the results obtained can be used to adjust the work as part of the further promotion of the program and, in the future, to ensure the sustainability of the project results, as it will allow the work to be carried out to a greater extent pointwise.

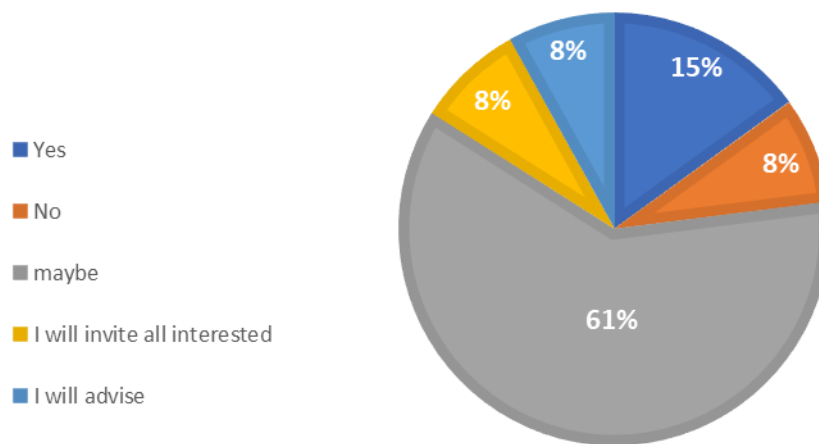


Diagram 7 - Are you interested in entering a new specialty?

The questionnaire for the conference and questionnaires were compiled in Russian due to the fact that all participants are Russian speakers.

The conference ensured the participation of stakeholders in the dialogue of students, undergraduates, doctoral students and teaching staff of higher educational institutions, representatives of the scientific and professional community, government officials, employees of the financial and economic sphere, entrepreneurs, and also provided an opportunity to expand the reach of the target audience when disseminating information about the project and joint educational program:

- <https://www.keu.kz/ru/section-table/31-materialy/6287-razrabotka-magisterskoj-programmy-po-upravleniyu-predprinimatelskoj-deyatelnostyu-promyshlennykh-predpriyatij-dlya-stran-s-perekhodnoj-ekonomikoj-mietic.html>;
- <https://www.keu.kz/en/section-table/31-materialy/6289-razrabotka-magisterskoj-programmy-po-upravleniyu-predprinimatelskoj-deyatelnostyu>





promyshlennykh-predpriyatij-dlya-stran-s-perekhodnoj-ekonomikoj-mietic-3.html

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<https://www.instagram.com/p/CdNDuwAoNLJ/?igshid=YmMyMTA2M2Y=>

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<https://www.keu.kz/en/section-table/31-materialy/6289-razrabotka-magisterskoj-programmy-po-upravleniyu-predprinimatelskoj-deyatelnostyu-promyshlennykh-predpriyatij-dlya-stran-s-perekhodnoj-ekonomikoj-mietic-3.html>

In order to identify areas and options for cooperation, in the second part of the event, a business meeting was held between European and Central Asian partners with stakeholders - representatives of the Karaganda region of the UMPC of the Karaganda University of Kazpotrebsoyuz, the Department of Industry of Industrial and Innovative Development of the Karaganda region and the KSU of the Employment Center of the Akimat of the city of Karaganda.

The event was held with the support and participation of partners from Kazakhstan (Karaganda University of Kazpotrebsoyuz, East Kazakhstan Technical University named after Daulet Serikbayev), the «Business Pro» Training Center, Spain (Universidade de Santiago de Compostela, AYeconomics research Center S.L., USC), Italy (University of Naples Federico II), Slovenia (University of Ljubljana), Tajikistan (Tajik Technological University, Tajik State University of Commerce, FANOVAR Technopark), Turkmenistan (Academy of Sciences of Turkmenistan, Turkmen State Institute of Economics and management, Technology center of the Academy of Sciences of Turkmenistan, Turkmen state financial institute).

Also, this event aroused the interest of the regional media.

<https://youtu.be/DluVWmyEPS4> (in Russian)

<https://youtu.be/h-oxdzLrRIA> (in Kazakh)

The purpose of the event was to widely inform individuals, groups and organizations about the opening of a new master's program «Technological Entrepreneurship» and about the benefits of education in the field of industrial entrepreneurship.

<https://mediaworld.kz/v-karagande-proshla-prezentatsiya-magisterskoj-programmy-tehnologicheskoe-predprinimatelstvo/>

<https://qaz.mediaworld.kz/ara-andyda-tehnologiyaly-k-sipkerlik-magistratura-ba-darlamasy-ny-tanystyrylymy-tedi/>




The conference was attended by undergraduate graduates, undergraduates, doctoral students and teachers of higher educational institutions of Kazakhstan, Tajikistan, Turkmenistan, Russia, representatives of



the scientific and professional community, civil servants, and employees of the financial and economic sphere, entrepreneurs. Following the results of the conference, a collection of scientific papers published, which will contain original, previously unpublished articles. Below is a link to the hosted electronic collection of the conference.

<https://www.keu.kz/ru/sci-20498/konferentsii/9015-konferentsiyalar-konferentsii-conferences-38.html>

<https://www.keu.kz/ru/sci-20498/konferentsii/9014-konferentsiyalar-konferentsii-conferences-37.html>

DEVELOPMENT OF A MASTER PROGRAMME IN THE MANAGEMENT OF INDUSTRIAL ENTREPRENEURSHIP FOR TRANSITION COUNTRIES  
610108-EPP-1-2019-1-ES-EPPKA2-CBHE-IP

**KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ**  
DEPARTMENT OF ECONOMICS AND ENTREPRENEURSHIP  
DEPARTMENT OF ECONOMIC THEORY AND STATE AND LOCAL GOVERNMENT

**LETTER OF INVITATION**

As a part of the international project Erasmus+ MIETC and in the framework of the functioning of scientific schools of Doctor of Economics, Professor *Алмағамбетов Е.Б.* and Doctor of Economics, Professor *Алшарбаев А.А.* at the University, International scientific and practical conference "Prospects and opportunities of modern economy in the conditions of integration of science, education and business" will be held in Karaganda University of *Қазпотребсоюзы* on 31<sup>st</sup> May, 2022. The guests of the conference are European and Central Asian partners participating in the international project MIETC.

Students, undergraduates, doctoral students and teachers of higher educational institutions, representatives of the scientific and professional community, civil servants, employees of the financial and economic sphere, entrepreneurs are invited to participate in the conference.

The languages to be used at the conference are Karakh, Russian, and English.




The format of the event: online (ZOOM), offline.

Following the results of the conference, it is planned to publish a collection of scientific works, which will contain original, previously unpublished articles. The degree of originality of author's materials has to be not less than 70%. An author or composite author is responsible for the content of the article and the forms of illegal borrowings (plagiarism).

The materials should be sent to organizing committee not later than on 20<sup>th</sup> May, 2022. Articles submitted later than the deadline are not considered. Organizing committee reserves the right to reject articles that do not meet the above requirements.

An electronic version of the collection of scientific works of the conference will be placed on the website of the Karaganda University of *Қазпотребсоюзы*: [www.keu.kz](http://www.keu.kz)

**Articles formatting requirements**

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An article specifies: subject, surname, initials of the author(s), degree, academic title, name of educational institution (organization), city and country.

Recommended:

- availability of statistical and empirical data,
- practical examples,
- controversial points of view of scientists involved in the study of the given problem,
- the author's point of view on the solution of the highlighted problems.

The article is presented as a single file in WinWord format. Parameters: page format – A-4, all page margins are 2 cm. Volume of the article should not exceed 5 pages, without page numbering. Font: Times New Roman, size 12. Line spacing: single. Paragraph line should indent: 1 cm. Text should be justified. Formulas, tables and figures are inserted into the text of abstracts as an object. Author's and supervisor's data: center aligned.

Abstract: up to 50 words. Keywords: up to 7 phrases.




References to literature are indicated in square brackets, for example [1, p. 152]. The list of references should be shaped in accordance with the current standards. References to figures and tables in the text are required.

For publication in the materials collection, it is necessary to send an email to the Organizing Committee [gizmat@vandex.ru](mailto:gizmat@vandex.ru) with the text of the article marked: "To the conference", the article file should be named by the surname of the first author (*Алшарбаев А.А.* article).

Participants can also send the materials of the article by mail: 100009, Karaganda, *Академика Косыгина* str. 9, Karaganda University of *Қазпотребсоюзы*, office 362, 266, tel. +7 (7212) 44-16-34 (ext.185, 142). Articles are accepted for publication without payment.

The application for participation in the International Scientific and Theoretical Conference "Prospects and opportunities of the modern economy in the conditions of integration of science, education and business" should be filled in the form indicated below (Appendix 2). The application should be sent in a separate file, but in one letter with an attached article. The application file should be named in accordance with the example: *Алшарбаев А.А.* application.

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**КАРАГАНДИНСКИЙ УНИВЕРСИТЕТ КАЗПОТРЕБСОЮЗА**  
КАФЕДРА ЭКОНОМИКИ И ПРЕДПРИЯТИЕЛСТВА  
КАФЕДРА ЭКОНОМИЧЕСКОЙ ТЕОРИИ И ГОСУДАРСТВЕННОГО И МЕСТНОГО УПРАВЛЕНИЯ

**«Ғылым, білім және бизнесіні интеграция жағдайындағы заманауи экономиканың перспективалары мен мүмкіндіктері»**

Халықаралық ғылыми-практикалық конференция  
31 мамыр 2022 жылы

**«Перспективы и возможности современной экономики в условиях интеграции науки, образования и бизнеса»**

Международная научно-практическая конференция  
31 мая 2022 года

Karaganda, 2022

УДК 338.378  
ББК 65 05  
П 27

**Организованный комитет:**

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*Капторбегова Лилиана Г.Е.*, д.э.н., профессор, проректор по научно-исследовательской и инновационной деятельности  
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*Ибрагим А.Р.* магистр, старший преподаватель кафедры «Экономика и предпринимательство»  
*Буланов Е.К.* магистр, старший преподаватель кафедры «Экономика и предпринимательство»

Перспективы и возможности современной экономики в условиях интеграции науки, образования и бизнеса: Международная научно-практическая конференция. 31 мая 2022 года - Караганда: КарГУК, 2022. - 206 с.

ISBN 978-601-235-585-7

В сборнике опубликованы материалы, представленные на Международную научно-практическую конференцию на тему «Перспективы и возможности современной экономики в условиях интеграции науки, образования и бизнеса», которая состоялась 31 мая 2022 года в онлайн и офлайн формате на базе Карагандинского университета Казпотребсоюза.

Отпечатано с авторских оригиналов, за содержание статей несет автор

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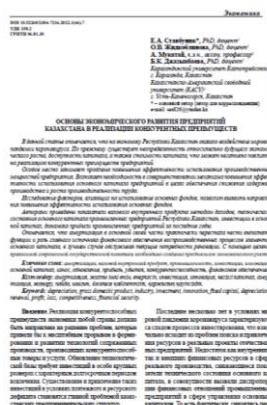
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<https://www.keu.kz/attachments/article/9015/СБОРНИК%20Конференция%2031.05.2022%20ISBN.pdf>



The educational program "Technological Entrepreneurship" has passed the examination and is included in the Register of educational programs of higher and postgraduate education.

As part of the proactivity to disseminate information about the results of the project and the Master's Program according to the Dissemination plan, the working group of the Karaganda University of Kazpotrebsoyuz published a scientific article «Fundamentals of economic development of enterprises in Kazakhstan in the implementation of competitive advantages» in the journal recommended by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan - Bulletin of the Kazakh University of Economics, Finance and International Trade, 2022 – №1(46). - p.53-58 (<http://vestnik.kuef.kz/ru>)



Another article is expected to be published soon in one of the journals recommended by the Committee for Quality Assurance in the Field of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan. To date, the article has already passed the review and after the formation of the layout of the journal, the number and pages will be sent to us.



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Erasmus+ Programme  
of the European Union



When carrying out activities to promote the joint educational program, equipment purchased under the project at the expense of Erasmus + was used.