

INFORMATIONAL LETTER

Dear researchers, faculty members, Phd, master's students, undergraduates and other related parties!

The School of Economics and Finance at AlmaU invites you to participate in the international scientific and practical conference on the topic "**Artificial Intelligence, ESG, and Digitalization: Transformation of Financial Strategies and Sustainable Development,**" dedicated to the 31st anniversary of the national currency, as part of Science Week.

The following parties are invited to participate in the conference: Kazakhstani and foreign scientists, faculty members, PhD students, undergraduates of leading economic universities and scientific institutions in the field of economics, finance, accounting and audit, as well as entrepreneurs, managers working in business, in local authorities, public organizations and communities.

The aim of the conference is to unite professionals, experts, and researchers in the field of finance to discuss the impact of artificial intelligence and digital technologies on the transformation of financial strategies, taking into account ESG (Environmental, Social, and Governance) principles.

The conference seeks to explore how innovations in AI and digitalization contribute to sustainable development, improved risk management, increased efficiency in business processes, and the creation of a more responsible and environmentally-oriented financial environment.

The conference program includes a plenary session and a panel session featuring leading practitioners and specialists, as well as section meetings and thematic discussions. A conference proceedings publication is planned following the event.

Section 1: "Application of AI for ESG Principles of Sustainable Development"

Section 2: "Digital Transformation of the Economy: The Role of Data and Analytics in the Transition to Sustainable Business Models"

Section 3: "Digital Transformation of ESG Reporting and Auditing: Challenges and Opportunities for Accountants and Auditors"

Conference objectives:

1. To explore the impact of artificial intelligence on the implementation of ESG principles.
2. To showcase examples of successful AI applications for improving financial decisions.

3. To enhance understanding of long-term sustainable development strategies using AI and digital technologies.

4. To investigate opportunities for creating new products and services at the intersection of AI, ESG, and digital technologies.

5. To assess the role of financial institutions in financing and supporting startups and innovative solutions in this area.

6. To discuss digital financial technologies and their application in education and economic management in Kazakhstan.

7. Research on the promotion of big data and analytical tools to support development
Integration of ESG reporting into business processes and the role of accountants in digital transformation

Conference languages: Kazakh, Russian, English

Date and time of the conference: November 20, 2024, at 10:00 a.m.

Format: Hybrid (offline and online).

Venue: 227 Rozybakiyev str., Almaty.

Conference organizing committee:

Boluspaev Shalkar, Dean of School of the Economics and Finance, AlmaU

Sauranbay Sandugash, Academic Dean of the School of Economics and Finance, PhD, associate professor, AlmaU

Sadykova Raushan, e.s.c., associate professor, Program leader of the EP “Finance”, AlmaU

Salibekova Perizat, Program leader of the EP “Business Analytics and Economics”, AlmaU

Yeveskina Zhanar, Program leader of the EP “Accounting and Audit”, AlmaU

Serikbaeva Zhanna, e.s.c., assistant professor, AlmaU

Zhakupova Aizada, senior lecturer of the School of Economics and Finance, AlmaU - Secretary of the Organizing Committee.

Khazin Daniil, senior lecturer, School of Economics and Finance, AlmaU – Section Secretary

**International Scientific and Practical Conference
"Artificial Intelligence, ESG, and Digitalization: Transformation of Financial
Strategies and Sustainable Development"**

CONFERENCE ORGANIZERS' CONTACT DETAILS:

- Sadykova Raushan – 877762155045; r.sadykova@almau.edu.kz
- Salibekova Perizat - 87089234780; p.salibekova@almau.edu.kz
- Yeveskina Zhanar – 87473205307; z.yeveskina@almau.edu.kz

PUBLISHING TERMS

- **Conference languages:** Kazakh, Russian, English.
- The deadline for papers submission is November 15, 2024.
- The text of the article and applications for participation are accepted at:
 - Section 1: a.zhakupova@almau.edu.kz
 - Section 2: p.salibekova@almau.edu.kz
 - Section 3: z.yeveskina@almau.edu.kz

Organizing committee address: 227, Rozybakiev str., Almaty Management University,
School of Economics and Finance, 050060, Almaty.

Participant form <https://clck.ru/3DkqDB>



Requirements for papers <https://clck.ru/3DoTTY>

