

**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE
REPUBLIC OF KAZAKHSTAN**

KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ



INFORMATION LETTER

Dear students and colleagues!

Karaganda University of Kazpotrebsoyuz invites you to take part in the International Forum of Young Scientists "**Modern youth: creating innovations – striving for the future**", dedicated to the 60th anniversary of Karaganda University of Kazpotrebsoyuz

We invite you to become a part of a large-scale international dialogue, exchange experiences, present your ideas and contribute to shaping an innovative future!

In the context of the implementation of the Sustainable Development Goals, the **international forum of young scientists** will become a constructive dialogue platform for the development of scientific ties between young scientists in order to share new knowledge aimed at increasing scientific potential in the era of artificial intelligence.

The International Forum of Young Scientists will be held on **April 9-10, 2026**.

Venue of the forum: **Kazakhstan, Karaganda, Akademicheskaya str., 9, Karaganda University of Kazpotrebsoyuz.**

Format of the event: on-line and off-line.

The purpose of the forum is to create conditions for self-realization, professional and creative development of young researchers, identify and support talented youth in the context of digital transformation and the development of artificial intelligence.

Organizer: Scientific Research Center for Sustainable Development and Creative Industries of Karaganda Kazpotrebsoyuz University, Council of Young Scientists and Specialists, Student Scientific Society.

The program of the International Forum of Young Scientists includes:

1. The International scientific and practical conference "Digital Future – 2026: science, digitalization and artificial intelligence" under the auspices of scientific schools, Doctor of Economics, Professor Aimagambetov E.B., Doctor of Economics, Professor Alimbaev A.A., Doctor of Economics, Professor Lerner M.G.

2. The MIRAS Start-Up Challenge startup competition with a target audience from 15 to 35 years old.

Breakout sessions of the international scientific and practical conference "**Digital Future - 2026: science, digitalization and artificial intelligence**" will be held under the auspices of scientific schools (sections):

Section 1. Scientific School of Doctor of Economics, Professor Aimagambetov E.B.

1. Artificial intelligence in public administration: new horizons and opportunities. Technical Secretary: Fribus A.A. a.fribus@keu.kz phone: +77059647052

2. Reengineering the economic environment: global practices and priority areas of technological breakthrough. Technical secretary: Ibraeva A.R., aika_krg75@mail.ru , +77015336367

3. Artificial intelligence in modern management: strategies, solutions, efficiency. Technical Secretary: Avdu A.B., a.avdu@keu.kz , +77479530467

4. The world economy and international relations in the era of digital transformation. Technical secretary: Zhanagulova A., meimo.karuk@gmail.com, +77475477417

5. Environmental monitoring and eco-technologies of sustainable development in the era of digitalization. Technical secretary: Kuanyshbaev M.T., magzhan_k.t@mail.ru , +77003907527

6. Actual problems of the Kazakh language and literature in the context of digitalization. Technical secretary: Boranbai A.A., aqnurb@gmail.com , +77474670607

7. Modern digital pedagogical technologies in teaching foreign languages. Technical secretary: Makhaeva A.K., assel4ik85@mail.ru , +77055458072

Section 2. Scientific school of Doctor of Economics, Professor M.G. Lerner.

1. Digitalization as a driver of innovative trends in the sustainable development of the tourism and hospitality industry. Technical secretary: Zhumadil A., conference_tour_ind@mail.ru ., +77473680232

2. Artificial intelligence in psychology and social work: technology, ethics, efficiency. Technical Secretary: Tulegenov A.M., b.mukashevakeu.kz@mail.ru , +77004747460

3. Artificial intelligence as a tool for law enforcement and cybersecurity: challenges and opportunities for digital transformation. Technical Secretary: Magdatova K.J., zhanatkyzyk@mail.ru , +77784590358

4 Artificial intelligence and digital technologies in ensuring the quality and safety of goods and services. Technical secretary: Maypenova Z.I., igenkhulkyzy@mail.ru , +77021699075

5. Socio-cultural processes in a digital society. Technical secretary: Umbetov D.M., dulat.umbetov@mail.ru , +77083547589

6. Digital transformation of physical culture, sports and wellness technologies. Technical secretary: Darina V.A., keuk9661@gmail.com , +77015541510

7. Law and law in the context of digital transformation of society: problems and prospects of development. Those.Secretary: Kayrollaeva L.K., laura_070687@mail.ru , +77017002122

Section 3. Scientific school of Doctor of Economics, Professor Alimbayeva A.A.:

1. Financial stability in the context of digital transformation, innovation, high technologies. Technical secretary: Ibraeva A.D., simok79@mail.ru , +77016001142

2. Sustainable marketing and logistics management: intelligent solutions for the digital economy. Technical Secretary: A.U. Japashov, a.zhapashov26@keu.kz , +77716128344

3. Accounting and auditing: new opportunities in the era of artificial intelligence. Technical Secretary: Karim Z. inkar_kutzhana@mail.ru , phone: +77765173079

4. Digital ecosystems in the era of artificial intelligence. Technical Secretary: V.A. Chernorov, alfasido@mail.ru easukrg@gmail.com , +77085469275

5. Mathematical modeling and digital technologies in modern economic processes. Technical secretary: Alimova B.Sh., b.alimova@keu.kz , +77085050395

Attention!

Please send the articles to the e-mails of the technical secretaries by section.

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

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

Materials submitted later than the specified deadline or not designed in accordance with the requirements will not be reviewed and will not be returned. The Organizing Committee reserves the right, if the article does not meet the requirements for the design of the article, to reject it from publication.

The authors of the best reports of each scientific school will be awarded with diplomas of I, II and III degrees, as well as one author from each school with a certificate worth 50,000 tenge as a prize.

According to the results of the conference, articles and reports will be published in the collection, its electronic version will be posted on the website of the KarU of Kazpotrebsoyuz - www.keu.kz .

Article formatting requirements

The article specifies the topic, the author's full name, the educational institution (production association, enterprise), and the supervisor. The data of the author and the supervisor are aligned on the right side.

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

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

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

For publication in the collection, it is necessary to send an application and the text of the article to the address of the Organizing Committee. The article files should be named by the surname of the first author (Musabekova D._application; Musabekova D._article).

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

A sample of a properly designed article

PR TECHNOLOGIES IN THE FIELD OF MANAGEMENT: THEORETICAL ASPECTS OF THE STUDY

MUSABEKOVA D.

student of the MN-18-2 group

JAZYKBAEVA B.K.

Scientific supervisor, PhD, Professor

Karaganda University of Kazpotrebsoyuz,

Karaganda, Republic of Kazakhstan

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

Keywords: PR technologies, public, information technologies ...

Text. In the context of economic globalization ...

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

(Figure)

Figure 1 – Stages of PR strategy growth

References:

Additional information by phone: 8-721-244-16-34 (ext. 6564), 8-701-268-18-04 and on the website <https://keu.edu.kz/>

The procedure for conducting MIRAS Start-Up Challenge Startup Competition

To participate in the Competition, students must submit an application and a presentation of an Start-Up by e-mail before April 1: leila.nikkel@mail.ru

The presentation should contain the following information:

1. Project name and description
2. The solving problem
3. The purpose of the project
4. The target audience of the project
5. Total target market size (TAM/SAM/SOM model)
6. Competitor Analysis
7. SWOT analysis
8. Financial model
9. Team composition

The volume of the presentation should not exceed 10 slides. The presentation time is 4 minutes, the question and answer session is 3 minutes.

The startup project will be evaluated according to the following criteria (1-5 points):

- 1) The novelty and innovativeness of the project
- 2) The degree of scalability of the project
- 3) Competitiveness
- 4) Financial sustainability and monetization models
- 5) Market and consumer demand

The competition format is mixed (online and offline). To participate in the Competition, students must send:

- An application indicating the participants of the project from 1 to 3 people (the application of the participants is attached), which is drawn up in accordance with the form specified in **Appendix 2**;

- An innovative project is made in the form of a presentation in a pptx or pdf format.

DEADLINE

Please send the articles and the application for the international scientific and practical conference for publication by e-mail to the responsible technical secretaries of the sections.	April 07, 2026
To participate in the competition of innovative projects, you must send to KarUKazpotrebsoyuz: an application and an innovative project by e-mail: leila.nikkel@mail.ru	April 01, 2026

Rules of procedure
The International Forum of Young Scientists
"Modern youth:
creating innovations – we strive for the future"

The 1st day of the International Forum of Young Scientists is
April 9, 2026.
International Scientific and Practical Conference
"Digital Future – 2026: Science,
digitalization and artificial intelligence"

11:00–11:30 – Registration
11:30–11:50 – Opening of the Meeting
12:00–12:50 – The plenary session
13:00 – 14:00 – Coffee break
14:00 – 16:00 – Breakout sessions

The 2nd day of the International Forum of Young Scientists is
April 10, 2026.
MIRAS Start-Up Challenge Startup Competition

10:00– 10:30 – Registration
10:30 – 10:50–Opening of the StartUp Challenge
11:00–13:00–Pitching
13:00 – 14:00 – Coffee break
14:00– 14:30 –Summing up, awarding and closing of the Competition.

Appendix 1

Application
for participation in the International Scientific and Practical Conference
**" Digital Future – 2026: Science,
digitalization and artificial intelligence "**

1.	Last name, first name, patronymic of the author (in full)	
2.	Faculty, group	
3.	Full name of the supervisor. Post. Academic degree, academic title	
4.	Full name of the educational institution	
5.	The address of the educational institution (including the city)	
6.	Contact phone numbers (with area code), e-mail	
7.	The topic of the scientific article	
8.	The direction of the conference	
9.	form of participation	
I consent to this material being converted into electronic format for educational use		

Appendix 2

Application
for participation in the **MIRAS Start-Up Challenge Startup Competition**

1.	Last name, first name, patronymic of the participant(s)	
2.	Faculty, group	
3.	Full name of the supervisor. Post. Academic degree, academic title	
4.	Full name of the educational institution	
5.	The address of the educational institution (including the city)	
6.	Contact phone numbers (with area code), e-mail	
7.	The name of the innovation project	
9.	Short description	