

LOGISTICS



Curriculum Vitae Galyandin Vladislav Evgenievich

Position
Lecturer

Institution
School of Management
Almaty Management University

Email: v.galyandin@almu.edu.kz

Biography

Vladislav Galyandin is a lecturer in logistics and a PhD candidate specializing in Logistics (by Industry). He holds a Master's degree in Logistics and is currently pursuing doctoral studies. His academic work focuses on logistics systems, supply chain management, and digitalization in logistics.

Alongside his academic activities, he has significant entrepreneurial and practical experience in digital marketing, e-commerce, and project development. He has managed several business initiatives, including government tender projects, an online store on Kaspi.kz, and an automated retail project "Chillbox".

He is also a member of a grant-funded research project titled "Implementation of Digital Technologies and Their Role in Optimizing Management and Logistics in the Agricultural Sector." His research interests include digital transformation in logistics, supply chain infrastructure, and international logistics systems.

Education and Academic Qualifications

Al-Farabi Kazakh National University

PhD in Logistics (by Industry)
2023 – 2026

Al-Farabi Kazakh National University

Master's degree in Logistics (by Industry)
2021 – 2023

Al-Farabi Kazakh National University

Bachelor's degree in Logistics
2017 – 2021

Academic and Professional Experience

Almaty Management University

2024 – present

Lecturer, School of Management

FoodMaster Company

2021

Logistics Specialist

Entrepreneurial Projects

2021 – 2025

Entrepreneur / Project Developer

- Government tender projects
- Online store on Kaspi.kz
- Automated retail project “Ice-cream in office – Chillbox”

Freelance

2015 – 2025

Webmaster and Digital Marketing Specialist

- Website development and management
 - SEO and digital marketing
 - Content creation and PPC marketing
-

Teaching Area

- Production Logistics
 - Mathematical Modeling in Logistics
 - Organization of International Transportation
 - Supply Chain Infrastructure
 - Global Supply Chains
-

Research Interests

- Supply chain management
 - Digital technologies in logistics
 - Optimization of logistics systems
 - International logistics and transport systems
 - Digital transformation in agricultural logistics
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Research Projects

Member of the grant-funded research project: **“Implementation of Digital Technologies and Their Role in Optimizing Management and Logistics in the Agricultural Sector.”**

Selected Publications (список трудов со ссылкой)

Research articles published in journals included in the **list of the Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan**, as well as in conference proceedings.



Curriculum Vitae

Murzabekova Kenzhegul Absultanovna

Position

Associate Professor

Institution

School of Management

Almaty Management University

Email: k.murzabekova@almu.edu.kz

Biography

Kenzhegul Absultanovna Murzabekova is a Candidate of Technical Sciences and Associate Professor with more than 20 years of academic and research experience in transport logistics and transport systems management. She currently serves as an Associate Professor at the School of Management at Almaty Management University (AlmaU).

Dr. Murzabekova previously held academic and administrative positions at the M. Tynyshpayev Kazakh Academy of Transport and Communications and S. Seifullin Kazakh Agro Technical University, where she worked as Associate Professor, Deputy Dean for Research, and Head of the Department of Transport Equipment and Technologies.

Her research focuses on transport logistics systems, logistics modeling, transport infrastructure development, traffic safety and management of transport flows. She also studies the competitiveness of international transport corridors and technological transformation in the transport sector, including the application of artificial intelligence in logistics.

Dr. Murzabekova is the author of scientific publications in international peer-reviewed journals indexed in Scopus and Web of Science, as well as in leading national scientific journals in Kazakhstan.

He is a current international expert of the Central Asian Association for Accreditation of Education (CAAEE).

He is a current expert of the Industry Council for Professional Qualifications in the Field of Transport Logistics under the Ministry of Transport of the Republic of Kazakhstan.

He is a current expert (reviewer) of the scientific journal "VESTNIK VKTU im. D. Serikbaeva" - D. Serikbaev East Kazakhstan Technical University.

He is a current member of the Republican Educational and Methodological Council for the fields of Transport Engineering, Transport Logistics, and Services.

Education and Academic Qualification

Engineer in Organization of Railway Transportation

M. Tynyshpayev Kazakh Academy of Transport and Communications
2001–2003

Teacher of Physics and Informatics

Y. Altynsarin Arkalyk Pedagogical Institute
1996–2000

Academic Degree: **Candidate of Technical Sciences (PhD equivalent)**

Academic Title: **Associate Professor**

Professional Qualification

Specialist in transport logistics, logistics systems and transport infrastructure development with extensive experience in higher education, research and academic management.

Professional expertise includes:

- logistics systems modeling
 - transport infrastructure development
 - logistics education development
 - transport safety and transport systems analysis
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Associate Professor, School of Management
2024 – present

Almaty Management University (AlmaU)

Associate Professor, Program Leader of the Logistics Program
2023 – 2024

M. Tynyshpayev Kazakh Academy of Transport and Communications

Associate Professor / Assistant Professor
Department of Logistics and Transport Management
2016 – 2023

S. Seifullin Kazakh Agro Technical University, Astana

Associate Professor
Deputy Dean for Research
Head of the Department “Transport Equipment and Technologies”
2013 – 2016

M. Tynyshpayev Kazakh Academy of Transport and Communications

Methodologist, Assistant Lecturer, Acting Associate Professor,
2008g. - Associate Professor
Department of Transport Traffic Organization
2002 – 2013

Almaty College of Construction and Management

Physics Lecturer

2001 – 2002

I. Yesenberlin School-Lyceum, Atbasar

Teacher of Physics and Informatics

2000 – 2001

Teaching Area

Mathematical Modeling in Logistics

Warehouse Logistics

Global Logistics

Procurement Logistics

Distribution Logistics

Insurance in Logistics

Research Interests

Transport logistics systems

Transport infrastructure development

Transport safety and traffic management

Logistics modeling and optimization

International transport corridors

Digital transformation of transport systems

Application of artificial intelligence in logistics

Selected Publications

Publications indexed in Scopus and Web of Science

1. **Features of development and efficiency of transport logistics infrastructure.**
Acta Commercii – Independent Research Journal in the Management Sciences.
<https://doi.org/10.4102/ac.v24i1.1235>
2. **Fuzzy-logic approach to estimating the fleet efficiency of a road transport company: A case study of agricultural products' deliveries in Kazakhstan.**
Sustainability, 2023.
<https://www.mdpi.com/2071-1050/15/5/4179>
3. **Some approaches to solving the problems of increasing the level of reliability of machines.**
Revista ESPACIOS, Vol. 39 (18), 2018.

Publications in Kazakhstan Journals

1. Суть конкуренции в транспортной логистике.
Вестник КазАТК №1 (120), 2022.
 2. Анализ состояния аварийности на дорогах Республики Казахстан.
Вестник КазАТК №121(2), 2022.
 3. Астана қаласы Р. Қошқарбаев даңғылында қозғалысты басқарудың тиімділігін арттыру.
Вестник КазАТК №124(1), 2023.
 4. Астана қаласының көлік түйіндерінде қозғалысты басқару тиімділігін арттыру мәселелері.
Вестник ЕНУ им. Л.Н. Гумилева, 2023.
 5. The state of traffic safety in Almaty.
Вестник КазАТК №133(4), 2024.
 6. On the competitiveness of the Trans-Caspian International Transport Corridor.
Қазақстан ғылымы мен техникасы, 2025.
 7. Көлік саласының технологиялық трансформациясы: жасанды интеллектінің мүмкіндіктері.
Қазақстан ғылымы мен техникасы, 2025.
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Awards

2024

Certificate of Honor – Ministry of Transport of the Republic of Kazakhstan

2021

Certificate of Honor – Academy of Logistics and Transport

2020

Finalist of the national competition

“Honored Teacher of Kazakhstan – 2020”, Diploma of the 1st Degree

2020

Medal of the finalist of the competition

“Identification and Development of Talented Students”



Curriculum Vitae Mussabekova Aisha Muratovna

Position

Deputy Dean of Science and Commercialization

Institution

School of Management
Almaty Management University

Email: a.musabekova@almau.edu.kz

Biography

Mussabekova Aisha Muratovna — PhD, Assistant Professor, specialist in logistics and supply chain management. She has over 8 years of scientific and pedagogical experience in higher education. Currently, she is the Deputy Dean for Science and Commercialization at the School of Management of Almaty Management University (AlmaU).

Previously held academic positions at **the M. Tynyshpaev Kazakh Academy of Transport and Communications**, where she worked as a senior lecturer in the Logistics educational program.

Her research activities are related to the development of digital technologies in industrial logistics, modeling and forecasting of logistics flows, including transit container transportation, as well as the development of methods to improve the efficiency of transport and logistics corridors.

She is the author of more than 20 scientific publications in international peer-reviewed journals indexed in **Scopus and Web of Science**, as well as in leading scientific journals of the Republic of Kazakhstan.

He is the current head of a scientific project funded by the Ministry of Science and Higher Education of the Republic of Kazakhstan on "The introduction of digital technologies and their role in optimizing management and logistics in the agricultural sector."

Education and academic degree

KazATK named after M. Tynyshpaev,

Specialization: Logistics (by industry)

2010–2014

Qualification: Bachelor's degree in services

Lublin University of Technology (Poland)

Specialization: Transport Logistics

2016

Qualification: Magister inżynier

Lublin University of Technology (Poland),
PhD

2018

8D071 "Engineering"

Professional qualification

Advanced training and participation in international seminars and training courses in logistics and supply chain management.

Academic and professional experience

Almaty Management University (AlmaU)

Deputy Dean of Science and Commercialization, School of Management
2025 – present

Almaty Management University (AlmaU)

Head of Research Project, School of Management
2025 – present

Almaty Management University (AlmaU)

Assistant professor, program leader of the Logistics educational program
2024–2025

M. Tynyshpaev Kazakh Academy of Transport and Communications

Senior Lecturer
Department of Logistics and Transport Management
2018

Subjects taught

Distribution Logistics
Logistics
Transport Logistics

Research interests

Digital technologies in logistics
Agricultural logistics
Forecasting logistics flows

Main publications

Publications in Scopus and Web of Science journals

Book Chapter:

1. Dynamic properties of symmetric and asymmetric layered materials in a high-speed engine
2. Optimization of public transport schedule on duplicating stretches

Conference Paper:

1. [The method of resolving power enhancement of jitter analyzers in fiber-optical networks](#)
2. Optical parameters of (Ga_{0.4}In_{0.6})₂Se₃ thin film

3. Modeling the passage of light through surfaces and volumes
4. Intelligent information system for predicting the phase stability of solid solutions used in luminescent materials

Article

1. [New ultrasound approaches to measuring material parameters](#)
 2. [The automated speaker recognition system of critical use](#)
 3. Offsetting and blending with perturbation functions
 4. Simulation of dynamic processes of vibrational mounting devices and synthesis of their parameters
 5. Approach to creating an ensemble on a hierarchy of clusters using model decisions correlation
 6. Improvement of logistics of agricultural machinery transportation technologies
 7. Influence of an external electric field and dissipative tunneling on recombination radiation in quantum dots
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Publications in Kazakh scientific journals

1. Integration of Kazakhstan's railways into the global transport and logistics space
2. Integration of Kazakhstan's railways into the global transport and logistics space
3. Logistical aspects of tariffs in the field of public passenger transport
4. Study of subjective assessment of occupational risk at a motor transport enterprise
5. Methodology for assessing the efficiency of locomotive use in shunting operations on access roads

Conferences:

1. "Trends and concept of development of Kazakhstan's logistics system"
2. First International Scientific and Practical Conference on "Integration of Science, Education, and Business: The Path to Leadership in Logistics," 2024:
A.M. Musabekova, T. Bekezhanova SHAGYNY BIZNESTEGI ZHETKIZU TIZBEGIN
BASKARUDY INNOVATIONAL STRATEGIES AZIRLEU ZHANE ENGIZU

Awards

2022 "Best Young Teacher" according to the Society of Teachers of the Republic of Kazakhstan

Curriculum Vitae Toktamyssova Aliya Beisembayeva



Position

Associate Professor

Institution

School of Management
Almaty Management University

Email: a.toktamyssova@almu.edu.kz

Biography

Aliya Beisembayevna Toktamyssova is a Candidate of Technical Sciences and an experienced academic and practitioner in the field of transport logistics and supply chain management. She has more than 20 years of experience in higher education and has worked in several universities in Kazakhstan, including M. Tynyshpayev Kazakh Academy of Transport and Communications and ALT University named after M. Tynyshpayev.

Her professional career combines academic activity with practical experience in logistics, freight forwarding, consulting and management of logistics companies. She has held managerial positions in logistics organizations, including the Association of National Freight Forwarders of the Republic of Kazakhstan, Shyngar Trans Logistics Company and consulting organizations.

Her expertise includes supply chain management, multimodal transportation, transport logistics systems, regional logistics infrastructure development and freight forwarding services. She has participated in educational development projects and expert groups related to logistics education and transport infrastructure in Kazakhstan.

Education and Academic Qualification

Candidate of Technical Sciences

M. Tynyshpayev Kazakh Academy of Transport and Communications
Postgraduate study (Aspirantura), 2003–2007

Engineer in Transport Organization (Railway Transport)

M. Tynyshpayev Kazakh Academy of Transport and Communications
1997–2002

Professional Qualification

FIATA Higher Diploma in Supply Chain Management
FIATA – International Federation of Freight Forwarders Associations, 2024

FIATA Diploma – International Freight Forwarder
FIATA, 2017

Professional development programs, seminars and trainings in logistics, supply chain management, education development and transport systems (Kazakhstan, Germany, China).

Academic and Professional Experience

Academic Experience

Almaty Management University (AlmaU)

Associate Professor

2025 – present

ALT University named after M. Tynyshpayev

Assistant Professor

2023 – 2025

ALT University named after M. Tynyshpayev

Associate Professor (part-time)

since 2021

Turan University

Associate Professor (part-time)

since 2021

Kostanay Engineering and Economic University (KINEU)

Associate Professor (part-time)

since 2021

M. Tynyshpayev Kazakh Academy of Transport and Communications

Academic positions including trainee lecturer, assistant, associate professor and admissions committee secretary

2002 – 2016

2022 – 2026

Professional (Industry) Experience

Director

Elim Consulting

2024 – present

Advisor to the President

Shyngar Trans

2019 – present

Director

Shyngar Trans Logistics Company (STLC)

2020 – 2021

Advisor

Shyngar Trans Logistics Company

2021 – 2022

Director

SMART ZHIGER Training Center

2022 – 2024

Logistics Manager

Association of National Freight Forwarders of the Republic of Kazakhstan

2016 – 2019

Teaching Area

Transport Logistics

Supply Chain Management

Freight Forwarding and Transport Services

Logistics of Transport and Distribution Systems

Multimodal Transportation

Transport Infrastructure and Logistics Systems

Transport Support of Foreign Economic Activity

Transport and Logistics Service Markets

Regional Logistics Systems Design and Management

Research Interests

Transport logistics systems

Supply chain management

Freight forwarding and logistics services

Multimodal and intermodal transport systems

Regional logistics infrastructure development

Optimization of cargo flows and transport corridors

Transport logistics market development

Research Projects

Participation in Kazakhstan–Germany vocational education cooperation project in the field of logistics and transport services.

Participation in the development of educational programs and methodological materials for technical and vocational education in transport-forwarding services.

Expert participation in working groups of the Transport Committee of the Ministry of Industry and Infrastructure Development of the Republic of Kazakhstan on analysis of railway wagon flows and infrastructure capacity.

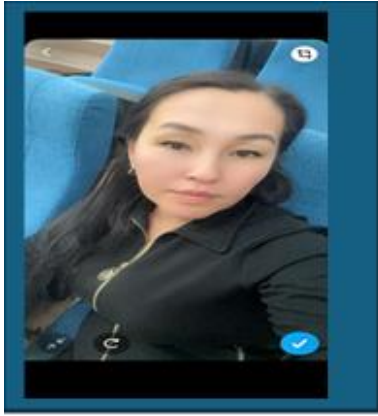
Selected Publications

Author of more than **100 scientific and methodological publications**, including:

2 textbooks (one approved by the Ministry of Education)

3 teaching manuals

1 monograph



Curriculum Vitae Saukenova Indira Kazbekkyzy

Position

Senior Lecturer

Institution

School of Management
Almaty Management University

Email: i.saukenova@almau.edu.kz

Biography

Indira Kazbekkyzy Saukenova is a Senior Lecturer at the School of Management of Almaty Management University. She has been working at AlmaU since 2022 and has over 18 years of experience in academic and research activities in higher education.

She holds a degree in Transportation Organization and Management and a Master's degree in Logistics. Her professional career is focused on teaching and research in logistics and transport systems. She is the author of scientific publications, actively engaged in academic and research activities, and regularly participates in professional development programs, including international training.

Education and Academic Qualifications

Kazakh Academy of Transport and Communications (KazATC)

Engineer, Transportation Organization and Management
2006

Kazakh Academy of Transport and Communications (KazATC)

Master's Degree in Logistics (6M090900)
2014

Academic and Professional Experience

Almaty Management University

2025 – present
Program Leader, Logistics Educational Program
Senior Lecturer, School of Management

Almaty Management University

2022 – 2025
Senior Lecturer, School of Management

Previous Experience

M. Tynyshpayev Kazakh Academy of Transport and Communications

2018 – 2022

Senior Lecturer, Department of Transport Logistics

M. Tynyshpayev Kazakh Academy of Transport and Communications

2006 – 2018

Lecturer, Faculty of Logistics and Management

Teaching Area

- Transport Logistics
 - Production Logistics
 - Supply Chain Management
-

Research Interests

- logistics systems
 - transport logistics
 - supply chain management
 - waste management logistics
-

Selected Publications

Author of more than 8 scientific and educational-methodological works, including:

Scopus-indexed publications:

1. Optimization of Schedules for Early Garbage Collection and Disposal in the Megapolis
2. Intelligent Systems for Managing and Monitoring the Collection, Sorting, and Transportation of Solid Waste

Conference papers:

- Features of Organization and Management of Motor Transport Enterprises
- Logistics Processes in the Recycling of Industrial and Household Waste

Articles (KKSON):

- Features of Organizing a Modern Urban Passenger Transport System
- International Experience in Enhancing the Competitiveness of Transport Companies
- Objects of Global Logistics: Financial and Industrial Groups
- Logistics of Transportation Routes under Modern Conditions
- Integration of Kazakhstan Railways into the Global Transport and Logistics Space



Curriculum Vitae Dinara Kaldybekovna Umirzakova

Position

Professor of Practice

Institution

School of Management
Almaty Management University

Email: d.umirzakova@almau.edu.kz

Professional Summary

Dinara Kaldybekovna Umirzakova is a Professor of Practice at the School of Management of Almaty Management University. She has extensive professional and academic experience in logistics, supply chain management, and international trade.

Before joining academia, she held managerial positions in logistics and transportation companies, including Director of the Transportation Department and Head of the Transport Department. Her professional expertise includes procurement, international logistics operations, customs clearance, and foreign economic activity.

Since 2013, she has been engaged in academic teaching, focusing on training specialists in logistics and supply chain management.

Education and Academic Qualifications

Master of Science in Logistics

Almaty Management University, 2019

Engineer in Customs Administration

M. Tynyshpayev Kazakh Academy of Transport and Communications, 2006

Professional Qualifications

- Supply Chain Management Certification (CILT), 2022
 - Internship in Pedagogical Innovations, University of Illinois Urbana-Champaign, USA, 2022
-

Academic and Professional Experience

Almaty Management University

Professor of Practice, School of Management

2013 – present

IP “NUR”

Procurement Manager

2011 – 2013

LLP “Daris-TTE”

Manager for Medical Device Registration and Customs Clearance

2011

LLP “Logistic Service Kazakhstan”

Head of Transport Department

2007 – 2009

CLASCO / Baltic-Port Logistics LLP

Director of Transportation Department / Specialist

2006 – 2007

Teaching Areas

- Logistics
 - Supply Chain Management
 - Warehouse and Inventory Management
 - Transport Logistics
 - Foreign Economic Activity
-

Research Interests

- supply chain management
 - logistics systems
 - inventory optimization
 - transport logistics
 - procurement and foreign economic activity
-

Selected Conference Presentations

- Inventory Management in Enterprise Activities, AlmaU, 2021
 - Digital Supply Chain Technologies in Education, 2021
 - Dual Education in Logistics, AlmaU, 2024
-

Professional Development

- Winter School “Science Space”, UIB, 2021
 - Logistics & SCM Course, 2021
 - International Logistics Training, 2021
 - CILT Certification, 2022
 - Internship (USA), 2022
 - Inclusive Education Program, 2024
 - Inventory Management Technologies, 2024
-

Awards

- Letter of Appreciation (Babson Collaborative), 2021
 - Appreciation from Association of Business Women of Kazakhstan, 2023
-

Student Mentoring

- KAZLOGISTICS Youth Forum (2020–2021)
 - CAECW Competition (2023)
 - 2nd place – International Student Logistics Olympiad (2024)
-

Professional Activities

- Expert, Project Logistics Center (2023)
- Expert, CILT Central Asia (2023)

MANAGEMENT



Curriculum Vitae Aurora Diaz-Soloaga

Position:
Senior Lecturer

Institution
Almaty Management University
School of Management

Email: a.diaz@almu.edu.kz

Professional Summary

Aurora Diaz-Soloaga is a Senior Lecturer at the School of Management of Almaty Management University with more than 15 years of academic and civic experience in higher education and international organizations. She was awarded CEEMAN Teacher of the Year 2022 for her innovative, student-centered, and impact-oriented approach to management education.

Her academic and professional work focuses on responsible management education, ESG, business ethics, and stakeholder communication, particularly in emerging market economies. She is actively involved in international educational networks linked to the UN Principles for Responsible Management Education (PRME) and contributes to pedagogical innovation and faculty development.

Aurora brings a strong practice-oriented perspective to teaching, combining global frameworks with real-world organizational and societal challenges.

Education and Academic Qualifications

Universidad Complutense de Madrid (Spain)

PhD Candidate

2024 – present

Almaty Management University (Kazakhstan)

Master of Science in Management

2014 – 2016

Università della Santa Croce (Italy)

Second Degree in Theology and Philosophy

2004 – 2008

Universidad Carlos III de Madrid (Spain)

Degree in Business Administration

2000 – 2004

Professional Development

- Eye Strain in the Digital Age, Universidad Complutense de Madrid, 2026
- Academic Publishing in Humanities and Social Sciences, 2026
- Quantitative Data Analysis in Science and Education, AlmaU, 2025
- Scientific Writing for JCR Journals, 2025

- Microsoft Education Transformation Framework, 2021
 - New Models of Business in Society, University of Virginia, 2021
 - How to Learn Online (edX), 2020
-

Academic and Professional Experience

Almaty Management University

Senior Lecturer, School of Management
2016 – present

PRME Chapter Eurasia

Co-Vice Chair (Teaching and Pedagogy)
2023 – present

Almaty Management University

Founding Director, Center for the Development of Civic Society
2021 – 2022

Kazakh-German University

Visiting Lecturer (ESG in Central Asia)
2023 – 2024

Harvard Virtuous Leadership Institute

Trainer and Coach
2019 – present

Previous Experience

- Guest Lecturer, Suleiman Demirel University, 2018
 - Educational Project Coordinator, Irtysk Intercultural Space, 2010–2016
 - Assistant Spanish Professor, UIB, 2010–2011
 - Events Manager, Centro di Studi Internazionale Villa Balestra (Italy), 2005–2008
-

Teaching Areas

- Corporate Management
 - Cross-cultural Management
 - Corporate Social Responsibility
 - Sustainability Mindset
 - Leadership
 - Global Management
-

Research Interests

- responsible management education
 - ESG
 - business ethics
 - stakeholder communication in emerging markets
-

Research Projects

- Member, *Virtue Ethics in Business (VEiB)* Research Group, Universidad de Navarra

Selected Publications

1. Díaz-Soloaga, A. (2015). Research management in higher education. AlmaU.
2. Díaz-Soloaga, A. (2016). Managing research in HEIs. AlmaU Conference Proceedings.
3. Díaz-Soloaga, A., & Zakirova, A. (2018). Leadership and employee management. *Journal of Economic Research*.
4. Mukhtarova, K., et al. (2018). Soft skills in organizations. *International Relations Journal*.
5. Díaz-Soloaga, A. (2021). Reputation of HEIs in Kazakhstan. *Higher Education in Russia and Beyond*.
6. Frigerio, A., et al. (2021). Sustainable development of universities. AlmaU.
7. Díaz-Soloaga, P., & Díaz-Soloaga, A. (2022). Telecommuting and corporate culture. *Corporate Communications Journal*.
8. Díaz-Soloaga, A. (in press). Responsible management education and youth empowerment. Taylor & Francis.



Curriculum Vitae Gulnara N. Ayazbayeva

Position

Assistant Professor

Institution

Almaty Management University
School of Management

Email: g.ayazbaeva@almau.edu.kz

Professional Summary

Gulnara N. Ayazbayeva is an Assistant Professor at the School of Management of Almaty Management University with more than 20 years of academic and research experience in higher education.

She holds a PhD equivalent degree (Candidate of Economic Sciences) and is a recipient of the Bolashak International Scholarship. She has completed international academic internships, including at the University of Illinois Urbana-Champaign (USA) and Wageningen University (Netherlands).

Her professional activities focus on higher education, research, and the integration of modern management approaches, including digital transformation and sustainability.

Education and Academic Qualifications

Candidate of Economic Sciences (PhD equivalent)

Specialty: Economics and Management of the National Economy
2010

Kazakh National Agrarian University (KazNAU)

Master's Degree in Management
2002

Kazakh National Agrarian University (KazNAU)

Economist-Manager (Economics and Management at Agricultural Enterprises)
2002

Professional Development

- Experimental Methods in Social Sciences, AlmaU, 2024
- Project Professionals Summit, 2023
- Bolashak Scholarship Program, University of Illinois Urbana-Champaign, 2022
- Teaching & Learning Conference, UIUC, 2022
- Problem Solving & Decision Making, UC Irvine (Coursera), 2022
- Time Management for Productivity, UC Irvine, 2022
- Fundamentals of Management, UC Irvine, 2022
- Introduction to Food and Health, Stanford University, 2021

Academic and Professional Experience

Almaty Management University

Assistant Professor, School of Management

2025 – present

Associate Professor, Department of Management, Marketing and Logistics

2015 – 2025

Previous Experience

International Educational Corporation (IEC)

Associate Professor, Faculty of Engineering, Technology, Innovation and Management

2012 – 2015

Wageningen University (Netherlands)

Research Internship (Erasmus Mundus)

2012

Kazakh National Agrarian University (KazNAU)

Lecturer, Department of Management and Agribusiness

2009 – 2012

KazGASA

Assistant to Professor

2006 – 2009

Teaching Areas

- Lean Management and Kaizen
 - Project Management
 - Business Process Management
 - Production Management
-

Research Interests

- lean management and Lean 4.0
 - digital transformation and ERP systems
 - sustainable development and ESG in management
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Research Projects

- Participant: *Implementation of Digital Technologies in Management and Logistics in the Agricultural Sector* (Grant-funded, 2025)
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Selected Publications

1. Ayazbayeva, G.N. (2022). Labor market in Almaty region. *Vestnik KUEFIT*.
2. Ayazbayeva, G.N. (2024). Food problem in Kazakhstan. *International Journal of Food System Dynamics*.
3. Ayazbayeva, G.N. (2024). Competitiveness of agrifood systems. *International Journal of Food System Dynamics*.
4. Ayazbayeva, G.N. (2025). ERP systems in agriculture. *Vestnik KUEFIT*.

5. Ayazbayeva, G.N. (2026). Lean 4.0 and digitalization. *Toraighyrov University Bulletin* (forthcoming).



Curriculum Vitae Zhakypbek Lyailya

Position

Assistant Professor

Institution

Almaty Management University
School of Management

Email: l.zhakypbek@almau.edu.kz

Professional Summary

Lyailya Zhakypbek is an Assistant Professor at the School of Management of Almaty Management University. She has extensive academic and administrative experience in higher education and has been working at AlmaU since 2014.

She holds a PhD equivalent degree (Candidate of Economic Sciences) in Economics and Management of the National Economy. Her academic career includes leadership roles such as Dean of the School of Management and Head of academic departments.

Her teaching and research activities focus on strategic management and neuromanagement, including research conducted within the Laboratory of Neuromarketing and Neuromanagement. Prior to her academic career, she worked as Chief Economist-Analyst at the National Bank of Kazakhstan and also has entrepreneurial experience in the tourism sector.

Education and Academic Qualifications

Al-Farabi Kazakh National University

Candidate of Economic Sciences (PhD equivalent)

2006

Kazakh State Academy of Management

Higher Education Diploma (Economics)

1998

Professional Development

- Teal Trends: New Approaches in Organizational Management, 2018
- International Summer School "Education of the Future", 2019
- AlmaU Social Project "Support for Schools", 2019
- Educational Conference "Reskill & Upskill", 2023
- Winter Research School, Narxoz University, 2023
- Neuromarketing Training, AlmaU Laboratory, 2024
- Finance for Managers Program, 2024
- AlmaU Winter Research School (Experimental Methods), 2024
- AlmaU Winter School (Quantitative Data Analysis), 2025

Academic and Professional Experience

Almaty Management University (AlmaU)

Assistant Professor

2021 – present

Dean, School of Management

2019 – 2021

Head of MBA Department

2017 – 2019

Head of Department of Management and Marketing

2015 – 2017

Associate Professor

2014 – 2015

National Bank of Kazakhstan

Chief Economist-Analyst

1998 – 2007

Teaching Areas

- Strategic Management
 - Neuromanagement
 - Time Management
 - Management
-

Research Interests

- strategic management
 - neuromanagement
-

Selected Publications

1. Mussapirov, K., et al. (2019). Business scaling through outsourcing and networking. *Entrepreneurship and Sustainability Issues*.
2. Kurmantayeva, A., et al. (2020). Innovation development in Almaty. *ECIE Conference Proceedings*.
3. Ayazbayeva, G., Zhakypbek, L. (2022). Labor market analysis in Almaty region. *Vestnik KUEFIT*.
4. Uskelenova, A., et al. (2022). Public-private partnership in Kazakhstan. *Public Policy and Administration*.
5. Zhakypbek, L. (2024). Neuromanagement and student engagement. *Vestnik Academy of KNB*.
6. Bekpayeva, Zh., et al. (2024). Gender inequality in corporate governance. *Rivista di Studi sulla Sostenibilità*.
7. Bekpayeva, Zh., et al. (2025). Corporate governance in agricultural holdings. *Scientific Horizons*.



Curriculum Vitae Sanim Zhanbyrbayeva

Position

Assistant Professor

Institution

Almaty Management University
School of Management

Email: s.janbirbaeva@almu.edu.kz

Professional Summary

Sanim Zhanbyrbayeva is an Assistant Professor at the School of Management of Almaty Management University with more than 15 years of academic and managerial experience in higher education.

Her professional background includes leadership and administrative roles in universities, where she contributed to educational program development, strategic planning, and institutional transformation. She combines teaching, research, and academic supervision at undergraduate, master's, and doctoral levels.

She is a Bolashak Scholarship alumna (500 Scholars Program) and completed an academic fellowship at the University of Illinois Urbana-Champaign (USA) in 2023–2024.

Education and Academic Qualifications

Candidate of Economic Sciences (PhD equivalent)

Economics and Management of the National Economy
2010

Satbayev Kazakh National Technical University

Engineer-Economist (Economics and Management of Oil and Gas Industry, with honors)
1998 – 2003

Professional Development

- NachinAI: Application of AI Tools in Education, 2025
- Teaching in the Hybrid Classroom, University of Illinois Urbana-Champaign, 2024
- Online Teaching Master Course, UIUC, 2023
- Bolashak Fellowship Program (UIUC), 2023–2024
- HR Certification (PHRi), 2020
- AlmaU Winter School Programs (2018–2022)
- Agile & Scrum (Coursera)
- People Analytics (Coursera)
- Business Plan Writing (NovoEd)

Academic and Professional Experience

Almaty Management University (AlmaU)

Assistant Professor, School of Management
2023 – present

Program Leader, Management & Project Management Programs

2025 – present

Program Leader, Global Management Program

2022 – present

Program Leader, Management Program

2020 – present

Associate Professor, Department of Management, Marketing and Logistics

2018 – 2023

Previous Experience

Narxoz University

Associate Professor

2013 – 2018

New Economic University named after T. Ryskulov

Director of Educational Programs

2015 – 2016

Caspian State University of Technologies and Engineering

Senior Lecturer / Head of Department

2011 – 2013

Aktau State University

Lecturer

2007 – 2008

JSC Kazakhtelecom

Leading Economist

2005 – 2007; 2008 – 2011

Teaching Areas

- HR Management
 - HR Analytics
 - HR Consulting
 - HR Marketing
 - Decision Analytics
 - Project Management
 - Project Stakeholder Management
-

Research Interests

- human resource management
 - HR analytics
 - management in higher education
-

Research Projects

- Strategy Development and HRM in Public Universities (2014)
- TEMPUS Project PEOPLE (2013–2015)

Selected Publications

1. Rakhimbekova, A., et al. (2024). AI impact on global economy. *Vestnik KUEFMT*.
2. Uskelenova, A., et al. (2022). Public-private partnership in Kazakhstan. *Public Policy and Administration*.
3. Zhanbyrbayeva, S. (2020). Bankruptcy transformation in Kazakhstan. *Central Asian Economic Review*.
4. Zhanbyrbayeva, S. (2017). Facility management approaches. *NAS RK Reports*.
5. Zhanbyrbayeva, S. (2016). National competitiveness factors. *NAS RK Reports*.
6. Zhanbyrbayeva, S. (2016). KPI systems in higher education. *NAS RK Social Sciences*.



Curriculum Vitae Aknur Zhidebekkyzy

Position

Research Professor

Institution

Almaty Management University
School of Management

Email: a.zhidebekkyzy@almau.edu.kz

Professional Summary

Aknur Zhidebekkyzy is a Research Professor at the School of Management of Almaty Management University with more than 14 years of experience in higher education, research, and academic leadership.

Her research focuses on innovation management, sustainable development, circular economy, and public administration. She has an extensive publication record in international peer-reviewed journals and has led and participated in multiple grant-funded research projects.

She is a Bolashak International Scholarship recipient and completed a research fellowship at the University of Exeter Business School (United Kingdom). She actively collaborates with international academic networks and contributes to research, teaching, and academic service at national and international levels.

Education and Academic Qualifications

Doctor of Philosophy (PhD) in Innovation Management

Al-Farabi Kazakh National University
2018

Master of Economic Sciences

Al-Farabi Kazakh National University
2014

Bachelor of Economics and Business

Al-Farabi Kazakh National University
2012

Professional Development

- NVivo: Digital Tools for Academic Research, 2025
- Online Teaching Methodology, AlmaU, 2025
- Research Fellowship, University of Exeter Business School (UK), 2023–2024
- Research Internship, RMIT University (Australia), 2022
- WECOOP Program (EU–Central Asia), 2021
- Web of Science Certification (Clarivate), 2021
- Elsevier Training on Academic Publishing, 2020

- Sustainable Development Goals Course, Erasmus University Rotterdam, 2020
 - Qualitative Research Methods, University of Amsterdam, 2020
 - Research-based Teaching, University of Mainz, 2019
-

Academic and Professional Experience

Almaty Management University

Research Professor

2025 – present

Researcher, School of Management

2024 – 2025

Al-Farabi Kazakh National University

Vice-Dean for Research and Innovation

2018 – 2023

Lecturer / Senior Lecturer / Associate Professor

2014 – 2024

Academic Service and Expertise

- Editorial Board Member (multiple academic journals)
 - Expert for Bolashak Scientific Internship Program
 - National Scientific and Technical Expertise Reviewer
 - Member of Dissertation Councils (PhD level)
 - Member of ISPIM (International Society for Professional Innovation Management)
-

International Experience

- Erasmus+ CBHE ENINEDU Project Coordinator (2016–2020)
 - Working Across Borders Project (Belgium), 2021–2022
 - ConnectEurasia Project Coordinator, 2024–2025
 - Erasmus+ Teaching Mobility (Netherlands, Poland)
 - Trainer in Erasmus+ ENTER Project
-

Research Projects

- Circular Economy in Kazakhstan (Project Leader, 2021–2023)
 - Responsible Production and SDG 12 (Project Leader, 2023–2025)
 - AI in Innovation Management (Researcher, 2024–2026)
 - Academic Excellence in Higher Education (Researcher, 2024–2025)
 - Renewable Energy and Economic Growth (Researcher, 2025–2027)
-

Teaching Areas

- Quality Management
 - Lean and Sustainable Manufacturing
 - Sustainable Mindset
 - Writing for Professions
-

Research Interests

- innovation management

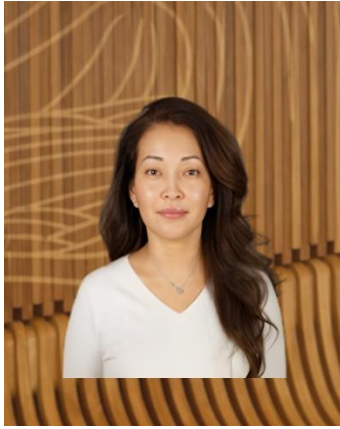
- sustainable development
 - circular economy
 - public administration
 - management in education
-

Achievements

- Best Young Scientist (KazNU, 2019)
 - State Scientific Scholarship for Young Scientists (2021)
 - Best University Teacher Award (Ministry of Science and Higher Education, 2022)
 - Letter of Appreciation (Ministry of Science and Higher Education, 2024)
-

Selected Publications

1. Zhidebekkyzy, A., et al. (2022). Pro-circular behavior factors. *Economics and Sociology*.
2. Zhidebekkyzy, A., et al. (2022). Waste management system in Kazakhstan. *Polish Journal of Management Studies*.
3. Ashirbekova, L., et al. (2023). Pandemic crisis management. *Economics & Sociology*.
4. Zhidebekkyzy, A., et al. (2023). Circular economy transition. *Journal of International Studies*.
5. Zhidebekkyzy, A., et al. (2024). Responsible production and EPR systems. *Journal of International Studies*.
6. Zhidebekkyzy, A., et al. (2025). Responsible production in Kazakhstan. *Environmental Economics*.
7. Ma, Y., et al. (2025). Green technology integration. *Sustainable Futures*.
8. Kudaibergenova, R., et al. (2025). Academic excellence in universities. *Knowledge and Performance Management*.



Curriculum Vitae Kaidarova Lyazzat Kairkenovna

Position

Associate Professor

Institution

Almaty Management University
School of Management

Email: I.kaidarova@almu.edu.kz

Professional Summary

Lyazzat Kairkenovna Kaidarova is an Associate Professor at the School of Management of Almaty Management University. She holds a PhD equivalent degree (Candidate of Economic Sciences) in Economics and Management of the National Economy.

Her academic career spans teaching, research, and academic leadership, progressing from lecturer to Head of the Department of Management. Her teaching and research focus on strategic management, sustainable development, and human resource management.

Her professional interests include the economics of the agro-industrial complex, quality of higher education, and strategic management in organizations.

Education and Academic Qualifications

Pavlodar Industrial Institute

Higher Education Diploma

1998

Research Institute of Economics and Organization of AIC and Rural Development

Candidate of Economic Sciences (PhD equivalent)

Specialty: Economics and National Economy Management (Agriculture)

2009

Associate Professor (Docent) in Economics

2021

Professional Development

- IT Competence in Business and Management, AlmaU, 2025
- Inclusive Education (Spring School), AlmaU, 2024
- Marketing Management, Taraz Innovation Institute, 2024
- HR Marketing, AlmaU, 2025
- Online Teaching Methodology, 2024
- AI Text Detection in Academic Papers, 2024
- Data Analysis in SPSS, ENU, 2020
- HiEdTec Erasmus+ Program, 2020
- HR and Talent Management (Erasmus+, Greece), 2020
- Public Administration and Human Capital, 2020
- ICT in Academic Activities, 2019

Academic and Professional Experience

Almaty Management University (AlmaU)

Associate Professor, School of Management

2022 – present

Innovative Eurasian University

Associate Professor, Department of Business and Management

2012 – 2022

Head of Department of Management

2011 – 2012

Head of Department of Accounting and Audit

2010 – 2011

Senior Lecturer / Lecturer

2002 – 2010

Pavlodar University

Methodologist / Lecturer

1998 – 2002

Teaching Areas

- Strategic Management
- Strategic Management Tools
- Sustainable Development of Companies
- Time Management
- Sustainable Thinking
- Strategic HR Management
- International HR Management

Research Interests

- economics of the agro-industrial complex
- strategic management
- HR management



Curriculum Vitae Nursulu Kiyash

Position

Senior Lecturer

Institution

Almaty Management University
School of Management

Email: n.kiyash@almau.edu.kz

Professional Summary

Nursulu Kiyash is a Senior Lecturer at the School of Management of Almaty Management University. She holds a Master of Economic Sciences with a specialization in Project Management and has been teaching at AlmaU since 2021.

Her academic interests focus on management, corporate governance, strategic management, sustainable development, and project management. She integrates sustainability principles and contemporary governance challenges into her teaching.

Alongside her academic career, she is actively engaged in business as Head of Business Development at GTS Group, bringing practical industry insights into the classroom. Her experience bridges academic theory and real-world business practice.

She has held several leadership roles at AlmaU, including International Office Manager, Head of Academic Mobility Office, and Director of the International Office, contributing to academic mobility programs and institutional internationalization.

She has also participated in accreditation and quality assurance processes, including IPMA ICB 4.0, BGA, CEEMAN, IQAA, and FIBAA. She has been involved in international academic projects such as Erasmus+ CBHE “UXiship” and collaborations with Lehigh University (USA).

Education and Academic Qualifications

Almaty Management University

Master of Economic Sciences (Scientific and Pedagogical Track)

Specialization: Project Management

2022

Professional Qualifications

- ISO 21001:2018 Management Systems for Educational Organizations, 2023
 - Firm Accounting Certification, Central House of Accountants, 2025
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Senior Lecturer, School of Management

August 2022 – present

Director of International Office

May 2023 – January 2025

Head of Academic Mobility Office

August 2022 – May 2023

International Office Manager

August 2021 – July 2022

GTS Group

Head of Business Development

January 2025 – present

Teaching Areas

- Management
 - Corporate Management
 - Organizational Management
 - Sustainable Development and CSR
 - Project Management
 - Strategic Management
-

Research Interests

- management
 - corporate management
 - project management
-

Selected Publications

1. Features of applying the project approach in international higher education programs, 2022
2. Hybrid project management technologies as a factor of project success, 2021
3. Co-author of AlmaU Sustainability and SDG Reports (2021–2023) and PRME SIP Reports (2022–2024)



Curriculum Vitae Natalya Valentinovna Koshkina

Position

Senior Lecturer

Institution

Almaty Management University
School of Management

Email: n.koshkina@almu.edu.kz

Professional Summary

Natalya Valentinovna Koshkina is a Senior Lecturer and Program Leader of the educational programs «Management» and «Project Management» at the School of Management and Tourism of Almaty Management University. She has been working at AlmaU since 2014.

She holds a Master's degree in Economics and a qualification as an Engineer-Economist. Her academic and professional expertise includes human resource management, HR controlling, strategic management, quality management, and project management.

Prior to joining AlmaU, she worked at Satbayev Kazakh National Technical University as Chief Academic Advisor and Senior Lecturer, and also served as Deputy Director of the Ecological and Economic Institute, contributing to curriculum development and academic processes.

Her research and professional interests focus on labor market development, quality assurance and certification, and project management.

Education and Academic Qualifications

Almaty Management University

PhD Candidate, Management Program
2018

Academy of Economics and Statistics

Master's Degree in Economics
2014

Kazakh Polytechnic Institute named after V.I. Lenin

Engineer-Economist (Industrial Engineering and Economics)
1991

Professional Development

- Expert, International Youth School of Project Management “Pegas”, 2018–2019
- AlmaU Winter School (Educational Organizations 1.0–3.0), 2020
- Scientific Internship, Belgorod State National Research University, 2021
- Agile and Scrum Certification (Coursera), 2021
- AlmaU Winter School (Student Engagement), 2022
- Training: Internal Quality Assurance in Higher Education, 2025

Academic and Professional Experience

Almaty Management University (AlmaU)

Program Leader, Educational Programs «Management» and «Project Management»

2025 – present

Senior Lecturer, School of Management

2018 – present

Senior Lecturer, Department of Management and Marketing

2016 – 2018

Senior Lecturer, Department of Management, Entrepreneurship, and Marketing

2015 – 2016

Senior Lecturer, Department of Management and Entrepreneurship

2014 – 2015

Teaching Areas

- Introduction to HR Management
 - Project Management
 - Quality Management
 - Organizational Management
 - Total Quality Management (TQM)
 - Kaizen
-

Research Interests

- human resource management
 - HR controlling
 - project management
 - profiling
 - business communication
-

Selected Publications

1. Koshkina, N.V. (2018). Capital transformation in Kazakhstan. *Bulletin of Turan University*.
2. Koshkina, N.V. (2020). HR controlling in higher education. *Bulletin of AAES*.
3. Koshkina, N.V. (2019). Professional development of personnel. *KazUEFIT Bulletin*.
4. Koshkina, N.V. (2020). Assertive behavior in management. *ENU Bulletin*.
5. Koshkina, N.V., et al. (2022). Financial stability management. *Economics: Strategy and Practice*.
6. Koshkina, N.V. (2020). Controlling in university management. *International Conference Proceedings*.
7. Koshkina, N.V. (2021). Personnel performance in remote work. *NVEO Journal*.
8. Koshkina, N.V. (2023). Decision-making under uncertainty. *Economics: Strategy and Practice*.



Curriculum Vitae Anastassiya Lipovka

Position

Associate Professor

Institution

Almaty Management University
School of Management

Email: a.lipovka@almu.edu.kz

Professional Summary

Anastassiya Lipovka is an Associate Professor at the School of Management of Almaty Management University. She holds a PhD in Business Administration and has extensive experience in teaching, research, and academic leadership.

Her research focuses on gender economics, leadership, human resource management, and societal development. She is the author of numerous academic publications, including articles, monographs, and book chapters, and actively contributes as a reviewer in international journals. She also leads government-funded research projects and has developed the first course on gender management in Kazakhstan.

Education and Academic Qualifications

Almaty Management University

Doctor of Philosophy (PhD) in Business Administration
2015 – 2022

University of International Business

Master of Science in Management
2006 – 2008

Baikonurov Zhezkazgan University

Bachelor of Humanities (English Language)
2005

Professional Qualifications

- PhD in Business Administration
-

Academic and Professional Experience

Almaty Management University

Associate Professor, School of Management
2022 – present

Chairperson of PhD Defence Committee (part-time)
2025 – present

Almaty Management University

Senior Lecturer
2007 – 2022

International Academy of Business

Expert in International Affairs

2006 – 2012

Teaching Areas

- Research Methods
 - Academic Writing
 - Time Management and Business Communication
 - Management
 - Organizational Behavior
 - Human Resource Management
 - Psychology of Management
 - Gender Management
-

Research Interests

- gender economics
 - leadership and gender equality
 - gendered career trajectories
 - human resource management
-

Research Projects

- Care Economy and Gender Equality in Kazakhstan (2025–2027)
 - Leadership Competencies and Gender Potential (2024–2026)
 - Gender Equality in Employment (2023–2024)
 - Gender Gap in STEM Education (2021–2023)
-

Selected Publications

1. Lipovka, A., et al. (2025). Leadership competencies across countries. *Problems and Perspectives in Management*.
2. Nugmanova, M., Meurs, M., & Lipovka, A. (2026). Employment of mothers in Kazakhstan. *International Journal of Care and Caring*.
3. Lipovka, A. & Nugmanova, M. (2025). Women in leadership. *Palgrave Macmillan*.
4. Buzady, Z., & Lipovka, A. (2024). Global leadership practices. *Edward Elgar Publishing*.
5. Lipovka, A., et al. (2023). Women in political leadership. *JEECAR*.
6. Yanovskaya, O., & Lipovka, A. (2022). Gender stereotypes. *Central European Management Journal*.
7. Lipovka, A., et al. (2021). Communication and gender. *Problems and Perspectives in Management*.
8. Lipovka, A. (2018). Gendered career trajectories. *Emerald Emerging Markets Case Studies*.



Curriculum Vitae

Aidana Berdalykyzy Makatova

Position

Lecturer

Institution

Almaty Management University
School of Management

Email: a.makatova@almau.edu.kz

Professional Summary

Aidana Berdalykyzy Makatova is a Lecturer at the School of Management and Tourism of Almaty Management University and a PhD candidate in the Management program. She has been a member of the academic staff since 2021.

She holds a Master of Economic Sciences degree and a Bachelor of Education degree in Two Foreign Languages. Her interdisciplinary background allows her to integrate knowledge from management, economics, decision analytics, and education into her teaching practice.

Her teaching focuses on management, managerial decision-making, and decision analytics, with emphasis on developing analytical thinking, applying modern data analysis tools, and supporting evidence-based decision-making under uncertainty.

Education and Academic Qualifications**Almaty Management University (AlmaU)**

PhD Candidate, Management Program

Since 2022

Almaty Management University (AlmaU)

Master of Economic Sciences

2020

Academic and Professional Experience**Almaty Management University (AlmaU)**

Lecturer, School of Management and Tourism

Since 2021

Almaty Management University (AlmaU)

Sales Manager, Executive Education Center

2019 – 2021

Teaching Areas

- Introduction to HR Management
 - Strategic Management
 - Decision Making and Decision Analytics
-

Research Interests

- management in education

- strategic management
-

Selected Publications

1. Makatova, A.B., Kuchumova, G., Moldashev, K. (2023). Strategic planning in higher education institutions of Kazakhstan in the post-pandemic period. *Central Asian Economic Review*, No. 4, pp. 56–65.

DOI: 10.52821/2789-4401-2023-4-56-65



Curriculum Vitae Saltanat S. Massakova

Position

Associate Professor
Vice Dean for International Cooperation and Accreditations

Institution

Almaty Management University
School of Management

Email: s.masakova@almau.edu.kz

Professional Summary

Saltanat S. Massakova is a PhD in Economics and Associate Professor currently serving as Vice Dean for International Cooperation and Accreditations at the School of Management of Almaty Management University.

She has extensive experience in teaching, research, and academic leadership. Her expertise covers international economic and financial relations, foreign economic policy, global markets, management, and international cooperation in higher education.

Dr. Massakova combines academic work with administrative leadership, contributing to the development of international partnerships, academic mobility programs, and accreditation processes.

Education and Academic Qualifications

Institute of Economics, Ministry of Education and Science of the Republic of Kazakhstan

PhD in Economics (Candidate of Economic Sciences)

2004

Thesis: *Foreign Economic Policy in Developing Countries under Globalization*

Qzylorda Humanitarian University

Higher Education Degree

1998

Academic Title: Associate Professor

Academic and Professional Experience

Almaty Management University (AlmaU)

Vice Dean for International Cooperation and Accreditations

Present

Program Leader, Educational Program “Management”

2022 – 2025

Narxoz University

Associate Professor

2005 – 2022

University of International Business (UIB)

Assistant Professor

2004 – 2005

Institute of Economics, MES RK

Doctoral Student

2000 – 2004

Qyzylorda Humanitarian University

Lecturer

1998 – 2000

Teaching Areas

- Management
 - International HR Management
 - Operations Management
 - International Economics
-

Research Interests

- management and international economics
 - financial management
 - internationalization of higher education
 - digital transformation in education
-

Administrative and International Activities

- Development of international academic partnerships
 - Implementation of double-degree programs
 - Coordination of academic mobility initiatives
 - Institutional accreditation and quality assurance
-

Selected Publications

1. Massakova, S.S. (2009). *International Management* (Manual)
2. Massakova, S.S. (2010). *National Economy* (Co-author)
3. Massakova, S.S. (2011). *International Organizations* (Manual, Co-author)
4. Massakova, S.S. (2015). *Economy of Foreign Countries* (Manual, Co-author)
5. Massakova, S.S. (2022). *Money. Credit. Banks* (Textbook, Co-author)
6. Massakova, S.S. (2025). *Strategic Management* (Textbook, Co-author)



Curriculum Vitae

Nina Nikiforova

Position

Professor

Institution

Almaty Management University
School of Management

Email: n.nikiforova@almau.edu.kz

Professional Summary

Nina Nikiforova is a Professor at the School of Management of Almaty Management University with over 45 years of academic, research, and consulting experience. She holds a Doctor of Economic Sciences degree and an academic title of Professor.

Her expertise covers management, corporate governance, entrepreneurial education, and tourism development. She has extensive experience in teaching, research, consulting, and participation in national strategic projects, including tourism development programs in Kazakhstan.

Education and Academic Qualifications

Doctor of Economic Sciences

T. Ryskulov Kazakh University of Economics
2001 – 2004

Candidate of Economic Sciences

Almaty Institute of National Economy
1980 – 1983

Almaty Institute of National Economy

Economist (Industrial Planning)
1968 – 1972

Academic Title: Professor (2005)

Academic and Professional Experience

Almaty Management University

Professor, School of Management
2019 – present

Professor, Department of Management and Marketing
2015 – 2019

Dean, Department of Postgraduate Education
2014 – 2015

Director, Master's Programs Department
2012 – 2014

International Academy of Business

Professor
2008 – 2012

KazATC named after M. Tynyshpayev

Head of Strategic Development and Quality Management

2005 – 2008

Kazakh Economic University / Almaty Institute of National Economy

Lecturer / Senior Lecturer / Associate Professor / Head of Department

1972 – 2005

Teaching Areas

- Research Methods
 - Business Communications
 - Corporate Governance
 - Corporate Management
 - Leadership and Team Building
 - Change Management
 - Research Management
-

Research Interests

- management
 - corporate governance
 - entrepreneurial education
 - tourism development
-

Consultancy Projects

- Development of tourism system plans in Kazakhstan (2012)
 - Development of professional standards for tourism and hospitality personnel (2012)
-

Research Projects

- Concept for Development of Entrepreneurial Education in Kazakhstan (2015–2016)
 - Innovation development in Almaty (2015–2016)
 - Investment attraction strategy for Almaty (2016–2017)
-

Selected Publications

Author of more than 130 scientific and educational works, including:

Monographs:

- State Regulation of Natural Monopolies (2001)
- National Economy Management in Post-Transition (2003)
- Tourism Market of Kazakhstan (2015)
- International Economics and Management (2018, co-author)
- Development of Megacity Innovation Activity (2018, co-author)

Textbooks:

- Corporate Governance (2005)
- Theory and Practice of Management (2005, co-author)
- Fundamentals of Management (1994)
- Management in Kazakhstan (2015, co-author)

Selected Articles:

- Destination Life Cycle and Tourism Branding (2021)
 - Social Responsibility in Tourism (2019)
 - Entrepreneurial Ecosystem in Universities (2016)
 - Innovation Development of Megacity (2018)
-

Professional Development (Selected)

- AlmaU Winter School (2018)
 - Research Methods in Tourism Industry (2017)
 - Design Thinking Training (2016)
 - Management in Education Programs (2015–2017)
 - Erasmus-related and accreditation trainings
-

Awards and Recognition

- Certificate of Merit, Ministry of Education and Science (2003)
- Member, International Eurasian Economic Academy (2010)
- Y. Altynsarin Badge for Excellence in Education (2013)
- Acknowledgement from Akimat of Almaty (2014)
- Multiple awards from AlmaU for academic contributions



Curriculum Vitae Alexandra Pankratova

Position

Senior Lecturer

Institution

Almaty Management University
School of Management

Email: a.pankratova@almau.edu.kz

Professional Summary

Alexandra Pankratova is a Senior Lecturer at the School of Management of Almaty Management University. She has been working at AlmaU since 2019, initially combining administrative and teaching roles, and is currently focused on teaching and research activities.

She holds a Master of Economic Sciences degree in Management and is currently a PhD candidate conducting research in the field of Knowledge Management.

Her research interests lie at the intersection of management and cognitive sciences, focusing on decision-making processes and the creation and transfer of tacit knowledge within organizations.

Education and Academic Qualifications

Almaty Management University (AlmaU)

PhD Candidate in Management

2024 – present

Almaty Management University (AlmaU)

Master of Economic Sciences (Management)

2019

Almaty Management University (AlmaU)

Bachelor of Economics and Business (Management)

2016

Professional Development

- Quantitative Methods of Data Analysis in Science and Education, 2025
 - Research Internship, Vytautas Magnus University (Lithuania), 2024
 - Artificial Intelligence in Education, 2023
 - Conducting Scientific Research, 2023
 - Fundamentals of Management (UC Irvine), 2022
 - Neuromarketing Course, 2022
 - Instructional Design of Educational Courses, 2021
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Senior Lecturer, School of Management

2021 – present

Teaching Assistant / Manager

2019 – 2021

Private Sector

Manager, showroom chain (Kazakhstani designers)

2015 – 2016

Teaching Areas

- Management
 - Neuromanagement
 - Talent Management and Development
 - Corporate Management
-

Research Interests

- knowledge management
 - neuromanagement
 - management in higher education
-

Selected Publications

1. Pankratova, A.V., Nikiforova, N.V., Khan, I.G. (2023). Knowledge management as a basis for modern innovations. *Central Asian Economic Review*, (2), 56–71.
DOI: 10.52821/2789-4401-2023-2-56-71



Curriculum Vitae

Zhanar Saparovna Rakhimbekova

Position

Associate Professor

Institution

Almaty Management University
School of Management

Email: zh.rakhimbekova@almau.edu.kz

Professional Summary

Zhanar Saparovna Rakhimbekova is an Associate Professor at the School of Management of Almaty Management University with over 29 years of academic and practical experience. She has been working at AlmaU since 2012 and teaches in the educational programs “Management” and “Project Management.”

She holds a Candidate of Economic Sciences degree and a Master’s degree in Tourism and Business Processes. Her academic and professional expertise includes project management, business process management, research methodology, and quality management.

She also has practical experience as a project and program manager in international projects, including work within the USAID-supported program “Partnership for Innovation.”

Education and Academic Qualifications**Candidate of Economic Sciences**

2008

Belgorod State National Research University

Master of Tourism and Business Processes (with honors)

2024

Al-Farabi Kazakh National University

Postgraduate Studies

2000 – 2003

Al-Farabi Kazakh National University

Economist, Teacher of Theoretical Economics

1991 (with honors)

Professional Qualifications

- IPMA Certified Project Manager, Level C (2021–2026)
- Expert Auditor for personnel certification in tourism (State System of Technical Regulation of RK)
- Expert in evaluation of social projects (Astana, 2021–2025)
- Expert Auditor, Hospitality Certification Center (KAGIR), 2015 – present

Academic and Professional Experience

Almaty Management University (AlmaU)

Assistant Professor / Associate Professor, School of Management

2018 – present

Associate Professor, Department of Management and Marketing

2012 – 2018

Teaching Areas

- Project Management
 - Project Management Practice
 - Business Organization
 - Business Process Management
 - Research Methodology
-

Research Interests

- innovation infrastructure
 - service quality management (hospitality)
 - customer satisfaction in tourism
 - certification and standardization
 - social project management
 - medical services and tourism
-

Selected Publications

1. Yakovenko, N.V., et al. (2026). National innovation systems of Russia and Kazakhstan. *Sustainability*.
2. Rakhimbekova, Z., et al. (2025). Medical personnel job satisfaction. *Springer Book Chapter*.
3. Yakovenko, N.V., et al. (2024). Innovative development of regions. *Sustainability*.
4. Klimova, T.B., et al. (2023). Tourism industry in digital transformation. *Springer*.
5. Certification of hotel enterprises and sustainability. *Bulletin of Turan University*, 2025
6. Consumer satisfaction with hotel services (post-COVID). *Bulletin of Turan University*, 2024
7. Consumer satisfaction with hotel services during COVID. *Bulletin of Turan University*, 2021



Curriculum Vitae

Sholpan Eslambeckovna Shalbaeva

Position

Associate Professor

Institution

Almaty Management University
School of Management

Email: sh.shalbayeva@almau.edu.kz

Professional Summary

Sholpan Eslambeckovna Shalbaeva is an Associate Professor at the School of Management of Almaty Management University. She holds a Candidate of Economic Sciences degree and has extensive academic experience, working in higher education since the 1990s.

Her academic and professional activities combine teaching, research, and methodological work in management. She has authored approximately 80 scientific publications, including articles indexed in Scopus and Web of Science, as well as educational and methodological materials.

Her expertise includes management psychology, organizational behavior, leadership, and change management. She is highly regarded among colleagues and students for her academic and professional contributions.

Education and Academic Qualifications

Alma-Ata Institute of National Economy

Economics of Labor

1984 – 1988

Abai Kazakh National Pedagogical University

Postgraduate Studies

1992 – 1995

Candidate of Economic Sciences (PhD equivalent)

Professional Development

- Pedagogical Design of Academic Courses, AlmaU Winter School, 2021
 - Development of Managerial and Organizational Competencies, 2021
 - Student Engagement and Teaching Methods, AlmaU Winter School, 2022
 - Management Psychology and Change Implementation, Moscow, 2023
 - Inclusive Education, AlmaU Spring School, 2024
 - Management Psychology Training, Saint Petersburg, 2025
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Associate Professor, School of Management

2011 – present

Abai Kazakh National Pedagogical University (KazNPU)

Associate Professor, Department of Management

1996 – 2010

Acting Head of Department of Management

2011

Teaching Areas

- Professional Management
 - Leadership
 - Negotiation and Conflict Management
 - Change Management
 - Management Psychology
 - Organizational Behavior
 - Business Communications
-

Research Interests

- contemporary management theory and practice
 - human resource management and leadership
 - corporate culture and organizational behavior
 - management in uncertainty and crisis conditions
-

Selected Publications

Scopus & Web of Science indexed:

1. Increasing Customer Focus in Metal Trading. *Entrepreneurship and Sustainability Issues*, 2020 (Q1)
2. Approaches to Ensuring Economic Security of Relocated Business. *ACCESS Journal*, 2023
3. Analysis of Infrastructural Potential in Rural Territories. *Economics. Ecology. Socium*, 2023
4. Strategy Selection in Healthcare Sector Development. *Economics. Ecology. Socium*, 2023
5. ESG Rating and Financing Sources of Firms. *ACCESS Journal*, 2024
6. Sustainable Development of Tourism Areas Using Virtual Technologies. *Sustainability*, 2025 (Q2)

Publications (KOKSNVO):

- Transformation of the Banking Sector in Kazakhstan, 2023
- Comparative Analysis of Regional Economy Competitiveness, 2024
- Reorienting the Global Labor Market, 2024
- Path to Green Economy in Kazakhstan, 2024

Restaurant and Hospitality Management Tourism and Event Management



Curriculum Vitae Gulshat Baizhaksynova

Position

Assistant Professor

Institution

Almaty Management University
School of Management

Email: a.baizhaxynova@almau.edu.kz

Professional Summary

Gulshat Baizhaksynova is an Assistant Professor at the School of Hospitality and Tourism of Almaty Management University with extensive experience in higher education since 2006.

Her academic career covers economics, marketing, and management. She has completed numerous professional development programs in digital marketing, human resource management, and modern teaching methodologies, including problem-based learning (PBL).

She is the co-author of the textbook “*Management of Hotel Marketing*” and develops teaching materials in the field of human resource management in hospitality.

Education and Academic Qualifications

Kazakh Economic University named after T. Ryskulov

PhD in Economics

Professional Qualifications

- Certified specialist in Human Resource Management
 - Certified specialist in Digital Marketing
 - Certified specialist in Research Methodology
-

Academic and Professional Experience

Higher Education Institutions

Lecturer / Assistant Professor

Since 2006

Teaching Areas

- Research Methods
 - Managing Hospitality Human Resources
 - Club Management
-

Research Interests

- city branding and its dimensions
- artificial intelligence in retail value chains

- marketing strategies in hospitality
- customer journey mapping (CJM)



Curriculum Vitae Karlygash Daurenbekova

Position

Professor of Practice

Institution

Almaty Management University
School of Management

Email: k.daurenbekova@almu.edu.kz

Professional Summary

Karlygash Daurenbekova is a Professor of Practice at the School of Hospitality and Tourism of Almaty Management University with over 15 years of experience in tourism and higher education. She served as Program Leader of the Tourism and Event Management program from 2017 to 2023 and has extensive experience in curriculum development and academic program management. Her professional expertise includes conducting training sessions on service excellence, staff motivation, and conflict management. She is also a certified regional guide for the Almaty region and has participated in international study tours in the field of hospitality (Georgia).

Education and Academic Qualifications

University of International Business (UIB)

Master's Degree in Economics

Abai Kazakh National Pedagogical University

Bachelor's Degree in Accounting and Audit

Professional Qualifications

- Certified specialist in travel agency management
 - Certified regional guide (Almaty region)
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Professor of Practice, School of Hospitality and Tourism

Program Leader, Tourism and Event Management Program

2017 – 2023

Teaching Areas

- Hospitality
- Tourism Management
- Marketing
- Hygiene and Food Safety Management
- Facility Management
- Event Management

Research Interests

- communicative effectiveness of tourism advertising
- neuromarketing research
- competitiveness of transport systems in Kazakhstan
- quality management in tourism industry



Curriculum Vitae Elmira Kaliyaskarova

Position

Senior Lecturer

Institution

Almaty Management University
School of Management

Email: e.kaliyaskarova@almau.edu.kz

Professional Summary

Elmira Kaliyaskarova is a Senior Lecturer at the School of Hospitality and Tourism of Almaty Management University with extensive experience in higher education since 2006.

Her academic career includes positions at Kazakh Economic University named after T. Ryskulov and Narxoz University, where she worked as a Senior Lecturer and Associate Professor.

In addition to her academic work, she is an entrepreneur and founder of the women's clothing brand *Elmura Collection*. Since September 2022, she has been teaching at AlmaU, combining academic knowledge with practical business experience.

Education and Academic Qualifications

Narxoz University

PhD in Marketing

2011 – 2014

Shakarim State University

Master's Degree in Biotechnology

2006 – 2008

Bachelor's Degree

Standardization and Certification

1999 – 2003

Academic and Professional Experience

Almaty Management University (AlmaU)

Senior Lecturer, School of Hospitality and Tourism

Since 2022

Kazakh Economic University named after T. Ryskulov / Narxoz University

Senior Lecturer / Associate Professor

2006 – 2022

Teaching Areas

- Research Methods
- Managing Hospitality Human Resources
- Club Management

Research Interests

- marketing research and biotechnology innovations
- entrepreneurship development
- updating educational content based on industry trends



Curriculum Vitae Vyacheslav Massalitin

Position

Professor of Practice

Institution

Almaty Management University
School of Management

Email: v.massalitin@almau.edu.kz

Professional Summary

Vyacheslav Massalitin is a Professor of Practice at the School of Management of Almaty Management University, specializing in hospitality management and hotel operations. He has been working at AlmaU since 2019.

He holds a Candidate of Philological Sciences degree and has extensive professional experience in the international hospitality industry. His background includes managerial roles in leading hotels such as Hyatt Regency Almaty and Rahat Palace Hotel, where he was responsible for rooms division operations, front office management, and service quality standards.

His industry experience is actively integrated into teaching, allowing students to gain practical insights into hospitality management and hotel operations.

Education and Academic Qualifications

Turar Ryskulov Economic University

Candidate of Philological Sciences

2009

Al-Farabi Kazakh National University

Degree in Philology

2003

Professional Development

- Budgeting and Forecasting Training, Hyatt International Corporation, Istanbul, 2009
 - Smart Selling Course 3, Claviga Training Company, Paris, 2008
 - Smart Selling Course 2, Claviga Training Company, Warsaw, 2007
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Professor of Practice

2019 – present

Rahat Palace Hotel

Director of Rooms

Hyatt Regency Almaty

Assistant Front Office Manager / Night Manager

Teaching Areas

- Yield and Revenue Management
 - Managing Hospitality Human Resources
 - Convention Sales and Service
-

Research Interests

- hospitality management
- hotel operations management
- service quality in hospitality
- hospitality education



Curriculum Vitae Dilmurat Sabirov

Position

Senior Lecturer

Institution

Almaty Management University
School of Management

Email: d.sabirov@almau.edu.kz

Professional Summary

Dilmurat Sabirov is a Senior Lecturer at the School of Management of Almaty Management University, specializing in hospitality and tourism management. He has been working at AlmaU since 2016.

He holds a Master's degree in Management from Université Paris Diderot (France) and a Bachelor's degree in Social and Cultural Services and Tourism.

He has extensive teaching experience in tourism, hospitality, and service management, contributing to the preparation of professionals for the hospitality and tourism industries.

Education and Academic Qualifications

Université Paris Diderot (France)

Master in Management

2015 – 2017

Al-Farabi Kazakh National University

Bachelor in Social and Cultural Services and Tourism

1997 – 2002

Academic and Professional Experience

Almaty Management University (AlmaU)

Senior Lecturer

2016 – present

Al-Farabi Kazakh National University

Senior Lecturer

2008 – 2016

Kazakh University of Economics named after T. Ryskulov

Senior Lecturer

2006 – 2008

Travel Company “Compass”

Business Coach

2005 – 2006

Teaching Areas

- Principles of Hygiene and Food Safety Management
- Introduction to Hotel and Tourism Industries
- Casino and Gaming Management

- Hospitality Facilities Management
 - Sustainable Tourism
-

Research Interests

- hospitality management
- tourism management
- service management
- sustainable tourism



Curriculum Vitae Arzigul Surina

Position

Professor of Practice

Institution

Almaty Management University
School of Management

Email: a.surina@almau.edu.kz

Professional Summary

Arzigul Surina is a Professor of Practice at the School of Management of Almaty Management University with extensive professional experience in the hospitality industry and academic teaching. She has been working at AlmaU since 2019.

Her career combines managerial experience in international hotel chains and teaching in hospitality and tourism management. She has held leadership positions in hotels such as Holiday Inn Almaty, Rahat Palace Hotel, and Hyatt Regency Almaty.

She also holds a Professional Business Coach certification (ICF ACSTH Level 2 / ACTP) and integrates practical industry knowledge and coaching approaches into her teaching.

Education and Academic Qualifications

Almaty Management University (AlmaU)

MBA in General and Strategic Management
2021

Kazakh Ablai Khan University of International Relations and World Languages

Bachelor's Degree in Foreign Languages
2008

International Business Coaching University

Professional Business Coach Certification (ICF ACSTH Level 2 / ACTP)
2021 – 2022

Academic and Professional Experience

Almaty Management University (AlmaU)

Professor of Practice, School of Management
2019 – present

Holiday Inn Almaty

Acting General Manager
2019 – 2020

Food and Beverage Manager
2018 – 2020

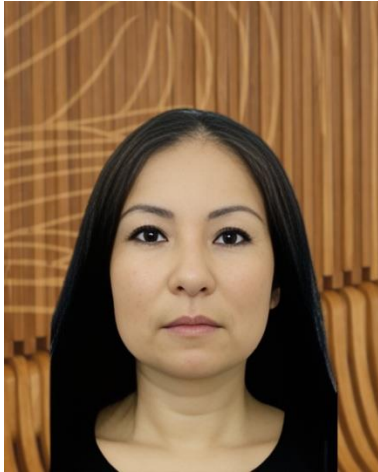
Front Office Manager
2015 – 2018

Teaching Areas

- Introduction to Hotel and Foodservice Industries
 - Airline Management
 - International Tourism Studies
 - Sustainable Tourism
 - Lodging and Accommodation Management
 - Hospitality and Tourism Sales and Marketing
 - Principles of Hygiene and Food Safety Management
-

Research Interests

- hospitality management
- sustainable hospitality development
- emotional intelligence in business



Curriculum Vitae **Gulmira Mukhanova**

Position

Lecturer-Practitioner
President of the AlmaU Mountain Club

Institution

Almaty Management University
School of Management

Email: g.mukhanova@almau.edu.kz

Professional Summary

Gulmira Mukhanova is a Lecturer-Practitioner at the School of Hospitality and Tourism of Almaty Management University and President of the AlmaU Mountain Club. She is an expert in active and adventure tourism with extensive experience in organizing international expeditions in countries such as Tanzania, Iran, and Turkey.

Since 2016, she has led the AlmaU Mountain Club, focusing on the development of student tourism and professional training of guides. She is a certified international guide (WFTGA/UNWTO) and a Candidate for Master of Sports in Rock Climbing.

Her professional background also includes experience in the commercial and marketing sectors, with a focus on logistics and safety management in extreme environments.

Education and Academic Qualifications

Kazakh Academy of Sports and Tourism

Bachelor's Degree in Management
Specialization: Tourism Manager
2005

Professional Qualifications

- Certified International Tour Guide Instructor (WFTGA / UNWTO)
 - Candidate for Master of Sports in Rock Climbing
-

Academic and Professional Experience

Almaty Management University (AlmaU)

Lecturer-Practitioner, School of Hospitality and Tourism
President, AlmaU Mountain Club
2016 – present

Teaching Areas

- Tourism of Kazakhstan
-

Research Interests

- development of adventure and eco-tourism
- standardization of tour guide training

- mountain safety
- experience marketing
- event management



Curriculum Vitae Yerkin Tikenov

Position

Professor of Practice

Institution

Almaty Management University
School of Management

Email: ye.tikenov@almau.edu.kz

Professional Summary

Yerkin Tikenov is a Professor of Practice at the School of Management of Almaty Management University and a tourism industry professional specializing in digital transformation, smart tourism technologies, and destination development.

He is currently a PhD candidate in Tourism, focusing on the development of smart technologies in sustainable tourism to enhance the competitiveness of Kazakhstan's tourism destinations.

He has extensive experience in tourism consulting, travel-tech startups, and tourism development projects, as well as teaching experience in higher education institutions in Kazakhstan.

Education and Academic Qualifications

Kazakh Academy of Sports and Tourism

PhD Candidate in Tourism

2020 – 2023

Master of Tourism (with Honors)

2009 – 2011

Bachelor of Tourism (with Honors)

2005 – 2009

Professional Development

- Sustainable Tourism Marketing for SMEs, 2021
 - Silk Road Heritage Guide Training (UNESCO), 2021
 - Destination Management and Planning (UNESCO), 2020
-

Academic and Professional Experience

OTA Group

CEO

2024 – present

Incide Travel

Director

2019 – present

Turan University

Senior Lecturer Practitioner

2024

MNU University

Senior Lecturer

2023

Teaching Areas

- Tourism
 - Hospitality Distribution Channels Management
-

Research Interests

- smart tourism
- digital tourism
- sustainable tourism development
- destination competitiveness

MARKETING



Curriculum Vitae Abuzhalitova Akdana

Position

Senior Lecturer
Supervisor and Lead Researcher, Neuromarketing &
Neuromanagement Laboratory

Institution

School of Management
Almaty Management University

Email: a.abuzhalitova@almau.edu.kz

Biography

Akdana Abuzhalitova is a Senior Lecturer at Almaty Management University (AlmaU), Supervisor and Lead Researcher of the Neuromarketing & Neuromanagement Laboratory. Her academic and professional expertise lies at the intersection of neuromarketing, consumer behavior, advertising psychology, and consumer insights, with a strong focus on applying biometric tools and behavioral methods to marketing research and education.

She has international teaching experience as an exchange lecturer at Universidad Internacional del Ecuador (Quito, Ecuador), delivering courses in Neuromarketing, International Marketing, and International Business Management. At AlmaU, she combines teaching, research leadership, laboratory development, and project management, contributing to the integration of neuromarketing tools (eye-tracking, FaceReader/facereading, GSR) into academic curricula and applied research.

Her research includes studies on trust and loyalty in the pharmaceutical market, usability testing of digital health applications using neuromarketing instruments, and evaluation of advertising effectiveness through biometric data.

Education and Academic Qualifications

Almaty Management University

MSc in Marketing (Full Scholarship)
2019 – 2021

University of London International Programme (Singapore)

Bachelor of Laws (LLB)
2014 – 2018

Narxoz University

Scientific Winter School (Advanced Training Program for Conducting Scientific Research), 84 hours

January 2023

Academic and Professional Experience

Almaty Management University

Senior Lecturer

September 2021 – present

Almaty Management University

Supervisor, Neuromarketing & Neuromanagement Laboratory

September 2023 – present

Key responsibilities:

- Strategic planning and laboratory development
- Team management and supervision
- Stakeholder engagement and collaboration
- Project management
- Research design, implementation, and assessment

Almaty Management University

Lead Researcher, Neuromarketing & Neuromanagement

October 2021 – present

Universidad Internacional del Ecuador (Quito, Ecuador)

Exchange Lecturer (Cintana Alliance)

February 2024 – January 2025

Taught: Neuromarketing, International Marketing, International Business Management

Teaching Area

- Neuromarketing
 - Consumer Behavior
 - Psychology of Advertisement
 - Marketing
-

Research Interests

- Neuromarketing
 - Consumer behavior and consumer insights
 - Advertising psychology
 - Biometric methods in marketing research (eye-tracking, facereading/FaceReader, GSR)
-

Research Projects and Professional Service

Commercial/applied research projects:

- Citix: neuromarketing evaluation of static/digital billboards using eye-tracking (2023–2024)
 - Eurasian Fashion Week: neurobiological study (eye-tracking, facereading) of perception of designers' collections (2023)
-

Publications

1 **Abuzhalitova, A., Orazgaliyeva, E., Sokhatskaya, N., Smykova, M., & Kazybayeva, A.** (2023).

Trust as a critical driver of customer loyalty in the pharmaceutical market: a study of Kazakhstan. *Regional Science, Policy and Practice*. (Q2 Scopus Journal Ranking System).

<https://www.sciencedirect.com/science/article/pii/S1757780224000532>

2 **Abuzhalitova, A., Orazgaliyeva, E., & Smykova, M.** (2023).

Usability of the medical mobile application for patients: Kazakhstani case.

Bulletin of Karaganda University. Series: Economics, 3(111), 92–103.

<https://doi.org/10.31489/2023Ec3/92-103>

3 **Abuzhalitova, A., Smykova, M., Orazgaliyeva, E., & Kazybayeva, A.** (2021).

Research of consumers' attitude to university commercials using a neuromarketing approach.

Bulletin of Karaganda University. Series: Economics, 4(104), 149–160.

<https://doi.org/10.31489/2021Ec4/149-160>

<https://economy-vestnik.ksu.kz/apart/2021-104-4/15.pdf>

Conferences and Seminars

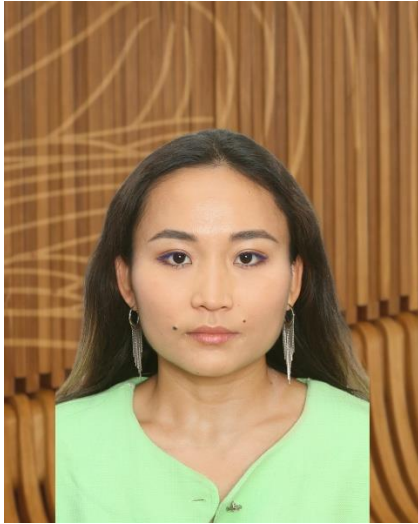
Selected participation includes:

- 1st & 2nd International Conference on Sustainable Regional Development in Central Asia (Almaty; Samarkand) — speaker/moderator
 - 12th International Conference on Management (Poland) — presenter
 - Digital Almaty Forum — participation and promotion of neuromarketing
-

Awards and Recognition

- **Best Lecturer-Researcher (AlmaU)** — 2023 (award of \$500)
- Gratitude from the Association of Higher Education Institutions of Kazakhstan for contribution to higher education development — 2023

Awarded \$1000 for participation in “Zhas kasipker (Young entrepreneur)”, Atameken — 2019



Curriculum Vitae Bekenova Gulsanat

Position

Lecturer

Institution

School of Management
Almaty Management University

Email: g.bekenova@almau.edu.kz

Biography

Gulsanat Bekenova is a lecturer at the School of Management of Almaty Management University and a PhD candidate in Marketing. Her academic and research activities focus on neuromarketing, consumer behavior analysis, and the application of biometric and machine learning methods to evaluate the effectiveness of marketing communications.

Her research integrates advanced analytical techniques, including eye-tracking, facial coding, galvanic skin response (GSR), and machine learning algorithms, to study emotional engagement and cognitive responses to advertising stimuli. Through experimental research and data-driven approaches, she investigates how emotional and memory-based predictors influence advertising effectiveness and consumer decision-making.

In her teaching activities, she delivers courses related to neuromarketing and psychophysiological research methods and supervises student research projects that involve experimental design and biometric data analysis.

Education and Academic Qualifications

Almaty Management University

PhD Candidate in Marketing
2025 – present

Master of Economic Sciences in Marketing
2023 – 2025

Beijing Language and Culture University (China)

Bachelor of Arts in Chinese Language
2017 – 2021

Academic and Professional Experience

Almaty Management University

2025 – present

Lecturer, School of Management

Almaty Management University

2025

Academic Intern / Teaching and Research Assistant

Silkwaygifts (Promotional Products Supplier)

2021 – 2024

Purchasing Manager / Foreign Trade Activity Specialist

Teaching Area

- Neuromarketing
 - Psychophysiological Methods in Consumer Research
-

Research Interests

- neuromarketing
 - consumer behavior
 - emotional and cognitive responses to advertising
 - biometric research methods (eye-tracking, facial coding, GSR)
 - machine learning applications in marketing research
-

Selected Publications

1. **Neuromarketing Insights: Using Eye-Tracking and Machine Learning to Understand Consumer Preferences for University Promotional Products**
Buketov Business Review, 2025.
 2. **Neuromarketing in Education: How Emotional Content Affects the Perceived Effectiveness of University Videos**
Business and Administration: Problems and Solutions, 2025.
-

Research Projects

Emotional Response to Video Advertising Among Kazakhstani Youth

Experimental research aimed at analyzing emotional reactions to video advertising among young consumers using neuromarketing tools and statistical analysis techniques.

Professional Development

- Academic Publishing Bootcamp, Suleyman Demirel University, 2024
 - Business Analytics with Excel, Johns Hopkins University (Coursera), 2024
 - Machine Learning Course, Omsk State Technical University (Stepik), 2024
 - Neuromarketing Advanced Training Course, Almaty Management University, 2024
 - Introduction to Consumer Neuroscience & Neuromarketing, Copenhagen Business School (Coursera), 2024
-

Awards

2025

Graduate of the Year — Almaty Management University

2021

Student of Honor — Beijing Language and Culture University



Curriculum Vitae Saule Yolcu

Position

Assistant Professor

Institution

School of Management
Almaty Management University

Email: s.momynova@almau.edu.kz

Biography

Dr. Saule Yolcu is an Assistant Professor at the School of Management of Almaty Management University. She holds a PhD in Marketing and has been working in higher education since 2007, joining Almaty Management University in 2013.

Her academic expertise includes strategic marketing, innovation marketing, digital transformation, and AI-supported marketing. She actively integrates modern digital tools and artificial intelligence into teaching and research, focusing on enhancing marketing effectiveness and business competitiveness.

In her teaching activities, she delivers courses in marketing and management disciplines and supervises undergraduate and graduate student research projects. Her work also involves developing and implementing innovative teaching methods aligned with current trends in digital and AI-driven marketing.

Education and Academic Qualifications

PhD in Marketing

Academic and Professional Experience

Almaty Management University

2013 – present

Assistant Professor, School of Management

University of International Business (UIB) LLP

2007 – 2013

Deputy Dean of the Faculty of Economics and Finance

Ramstore Kazakhstan LLP

2000 – 2007

Marketing Manager / Senior Accountant

Teaching Area

- Strategic Marketing
 - Innovation Marketing
 - Brand Management
 - Digital and AI-supported Marketing
 - Market Analysis
 - Consumer Behaviour
-

Research Interests

- innovation marketing and competitiveness
 - AI applications in management and tourism
 - consumer behaviour in digital markets
 - hotel competitiveness and service quality
 - digital transformation of marketing
-

Selected Publications

1. Yolcu, S., Şahin, A., Dirsehan, T. (2025). Gaining Ground: How Technology Fuels Hotel Competitiveness – A Systematic Review of the Literature. *Tourism Planning and Development*.
 2. Yolcu, S., & Meyer, D. (2023). Impulsive buying behaviour of consumers for online purchases in the city of Astana, Kazakhstan. *Journal of Eastern European and Central Asian Research*, 10(7), 956–965.
 3. Yerimpasheva, A. T., Tarakpayeva, R. E., Yolcu, S. A. (2021). The paradigm of international marketing in the digital era. *Bulletin of Turan University*, No. 4, 147–152.
 4. Yolcu, S. A., Sokhatskaya, N. P. (2024). Marketing analysis of consumer preferences for service quality in chain hotels. *Bulletin of Turan University*, No. 3, 234–245.
 5. Yolcu, S. A., Sokhatskaya, N. P., Smykova, M. R. (2025). Comprehensive assessment of hotel competitiveness. *Bulletin of Turan University*, No. 1, 225–238.
 6. Orazgaliyeva, E. B., Sokhatskaya, N. P., Yolcu, S. A. (2025). Transformation of consumer behaviour in the context of e-commerce development: a literature review. *Statistics, Accounting and Audit*, 2(97), 159–170.
 7. Smykova, M. R., Yolcu, S. A., Sokhatskaya, N. P. (2025). Managing the perception of advertising communications in coffee shops: a neuromarketing approach. *Economic Series of the Bulletin of L. N. Gumilyov Eurasian National University*, (3), 161–178.
-

Research Projects

As part of her academic work, Dr. Saule Yolcu has been involved in research projects in the areas of strategic and innovation marketing, digital transformation, AI applications in management and tourism, as well as consumer behaviour and hotel competitiveness.

Professional Development

- Artificial Intelligence and Automation in Marketing, Al-Farabi Kazakh National University, 2026
- Advanced Marketing Technologies, Turan University, 2024
- Application of AI ChatGPT in Academic and Research Activities, Marmara University, 2024
- Digital Technologies and Tools in Marketing, Turan University, 2023
- Modern SMM Tools and Digital Promotion, Turan University, 2023
- Marketing Management: Practice and Tools, Al-Farabi Kazakh National University, 2022



Curriculum Vitae Aizhan Kazybayeva

Position

Senior Lecturer

Institution

School of Management
Almaty Management University

Email: ai.kazybayeva@almu.edu.kz

Biography

Aizhan Kazybayeva is a Senior Lecturer at the School of Management of Almaty Management University. She is currently a PhD candidate in Marketing and has academic and professional experience in both higher education and the public sector.

Her teaching and research activities focus on marketing, marketing communications, and consumer behavior, with a particular emphasis on nation branding, destination branding, and country branding. Her work explores how marketing strategies can be applied to enhance the image and competitiveness of countries and regions.

In her teaching practice, she delivers courses in marketing-related disciplines and contributes to the development of analytical and research skills among students.

Education and Academic Qualifications

KDI School of Public Policy and Management (South Korea)
Master of Development Policy

T. Ryskulov Kazakh Economical University (Kazakhstan)
Master of Business Administration

Al-Farabi Kazakh National University (Kazakhstan)
Bachelor of Science in Economics (Specialization: World Economy)

Almaty Management University
PhD Candidate in Marketing

Academic and Professional Experience

Almaty Management University

2025 – present

Senior Lecturer, School of Management

Almaty Management University
2023–2025
Lecturer

Previous Experience

Public Sector / Financial Supervision
2008 – 2021

Teaching Area

- Marketing
 - Marketing Communications
 - Consumer Behavior
 - Marketing Research
 - Marketing Analysis
 - Global Marketing
 - Community Advertising Tools
-

Research Interests

- nation branding
 - destination branding
 - country branding
-

Research Projects

Marketing models of country branding

Selected Publications

1. The Nature of Local Place Branding Strategies: The Cases of Almaty (KZ), Belo Horizonte (BR), and Wroclaw (PL).
Research Papers of Wroclaw University of Economics and Business, 2024, Vol. 68, No. 4.
DOI: 10.15611/pn.2024.4.09



Curriculum Vitae Orazgaliyeva Elmaira

Position

Research Associate Professor

Institution

School of Management
Almaty Management University

Email: e.orazgaliyeva@almau.edu.kz

Biography

Elmaira Bolatbekovna Orazgaliyeva is a Research Associate Professor at the School of Management of Almaty Management University. She holds a PhD in Marketing and has extensive academic and research experience in higher education.

Her research focuses on marketing, neuromarketing, digital marketing, and consumer behavior in digital environments. Her scientific work addresses topics such as digital healthcare services, marketing strategies in digital ecosystems, and the application of neuromarketing methods to analyze consumer behavior and evaluate the effectiveness of marketing communications.

Dr. Orazgaliyeva has published research articles in international peer-reviewed journals indexed in Scopus, as well as in journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Republic of Kazakhstan. She actively participates in research projects, international scientific conferences, and expert activities related to the evaluation of scientific research.

Education and Academic Qualifications

Narxoz University

Postdoctoral Research

2022 – 2024

(Postdoctoral program under the Zhas Galym Project, Ministry of Science and Higher Education of the Republic of Kazakhstan)

Almaty Academy of Economics and Statistics

PhD in Marketing

2016 – 2019 (Degree awarded in 2020)

Almaty Academy of Economics and Statistics

Master's Degree in Marketing

2013 – 2015 (GPA: 4.0)

Abai Kazakh National Pedagogical University

Bachelor's Degree in Marketing and Commerce

2000 – 2004 (Graduated with honors)

Qualification: Marketer, Commercial Specialist

Academic and Professional Experience**Almaty Management University**

2025 – present

Research Associate Professor

Almaty Management University

2022 – 2025

Researcher, School of Management

Almaty Management University

2021 – 2022

Assistant Professor, Program Leader of the Educational Program “Marketing”

Kazakh Academy of Labor and Social Relations

2020 – 2021

Associate Professor, Department of Economics and Business

Kazakh Academy of Labor and Social Relations

2019 – 2020

Head of the Department of Economics and Business

Turar Ryskulov Kazakh Economic University

2014 – 2015

Senior Lecturer, Department of Marketing

Abai Kazakh National Pedagogical University

2004 – 2014

Lecturer / Senior Lecturer, Department of Marketing

Teaching Area

- Marketing
- Neuromarketing
- Marketing Research
- Consumer Behavior

Research Interests

- healthcare marketing strategy
 - sustainable consumer behavior in digital health
 - digital marketing and neuromarketing
-

Research Projects

Project Leader: *Digital Service Quality of Healthcare Institutions in Kazakhstan during the Pandemic: Assessment Methodology and Improvement Mechanisms*

Funded by the Ministry of Science and Higher Education of the Republic of Kazakhstan (2022–2024)

Selected Publications

1. Trust as a critical driver of customer loyalty in the pharmaceutical market: A study of Kazakhstan. *Regional Science Policy & Practice*, 2024.
2. Қазақстандағы цифрлық медициналық қызмет сапасы: бағалау әдістемесі және жетілдіру тетіктері. Монография. Алматы: Smart University Press, 2024.
3. Neuromarketing in education: how emotional content affects the perceived effectiveness of university videos. *Central Asian Economic Review*, 2025.
4. Устойчивое потребительское поведение и диджитал-маркетинг: интегративный обзор. *Вестник университета «Туран»*, 2025.
5. Neuromarketing Insights: Using Eye-Tracking and Machine Learning to Understand Consumer Preferences for University Promotional Products. *Buketov Business Review*, 2025.
6. Website usability testing of Corporate Fund «University Medical Center»: neuromarketing approach. *Bulletin of Karaganda University. Economics Series*, 2024.



Curriculum Vitae Smykova Madina

Position

Professor

Institution

School of Management
Almaty Management University

Email: m.cmykova@akmau.edu.kz

Biography

Madina Raisovna Smykova is a Professor at the School of Management of Almaty Management University with over 30 years of experience in higher education. She holds a PhD in Economics (Candidate of Economic Sciences) and has extensive academic and professional experience in marketing, tourism, and higher education.

Her research and teaching activities focus on marketing research, branding, tourism marketing, and neuromarketing. She has contributed significantly to the development of marketing education and research in Kazakhstan, particularly in the areas of hospitality, tourism, and applied marketing analytics.

Throughout her academic career, she has actively participated in national and international research projects, including projects related to tourism competitiveness, digital services, and innovation in higher education. She is also involved in neuromarketing research and applied projects in collaboration with industry partners.

Education and Academic Qualifications

Kazakh Economic University

Postgraduate Studies (Aspirantura)
1998 – 2001

Kazakh Economic University

PhD in Economics (Candidate of Economic Sciences)
2003

Kazakh Polytechnic Institute named after K. Satpayev

Engineer-Economist Degree
1975 – 1980

Academic Title: Associate Professor (conferred in 2016)

Academic and Professional Experience

Almaty Management University

Professor, School of Management

International Academy of Business

2009 – (before joining AlmaU)

Associate Professor, Department of Management and Marketing

Kazakh Economic University

1993 – 2009

Lecturer / Senior Lecturer

Previous Experience

Central Board of the Kazakh Society of the Deaf

1985 – 1993

Engineer-Economist

Leninogorsk Polymetallic Combine (Tishinsky Mine)

1980 – 1985

Economist

Teaching Area

- Marketing Research
 - Marketing Analysis
 - Branding
 - Marketing Project Design
 - Practical Neuromarketing
-

Research Interests

- **Marketing**
 - **Tourism**
 - **higher education**
 - **neuromarketing**
-

Research Projects

- Enhancing the Competitiveness of Hotel and Restaurant Services in the Context of Major International Projects (EXPO-2017, Universiade 2017), 2013–2015
- Digital Service Quality of Healthcare Institutions in Kazakhstan during the Pandemic (Scientific Consultant), 2022–2024

- Development of an Innovative Practice-Oriented Learning Model in Entrepreneurial Education (Scientific Consultant), 2022–2024
 - Development of a Model for Student Interaction with Artificial Intelligence in Higher Education (Research Team Member), 2025–2027
 - Entrepreneurial Learning Organisation in Higher Education (England), 2024–2025
 - Neuromarketing Research on Digital Billboard Effectiveness (Citix, Almaty), 2023–2024
 - Marketing Strategy Projects and Applied Research for public and private sector organizations (2015–2022)
-

Selected Publications

1. Smykova, M., Rakhmanova, A., Rakhmanova, G. (2022). Development of a Customised Model of Integrated Marketing Communications. *Rivista di Studi sulla Sostenibilità*.
 2. Orazgaliyeva, E., et al. (2024). Trust as a Critical Driver of Customer Loyalty in the Pharmaceutical Market. *Regional Science Policy & Practice*.
 3. Smykova, M.R., et al. (2025). Managing the Perception of Coffee Shop Advertising Communications: A Neuromarketing Approach. *Bulletin of ENU*.
 4. Smykova, M.R., et al. (2025). Comprehensive Assessment of Hotel Competitiveness. *Bulletin of Turan University*.
 5. Smykova, M.R., et al. (2021). Neuromarketing Research on Tourism Advertising. *Bulletin of ENU*.
 6. Smykova, M.R., et al. (2021). A New-Format Hotel on the Silk Road: A Marketing Approach. *Central Asian Economic Review*.
-

Monographs

- Methodological and Applied Potential of Marketing Research and Analysis. AlmaU Press, 2023
 - Tourism and Hospitality Marketing Studies (multiple co-authored monographs, 2013–2019)
-

Textbooks (Selected)

- Tourism: Economics, Management, and Marketing, 2006
- Tourism Marketing, 2009
- Hospitality Industry Marketing, 2011
- Marketing in Restaurant and Hotel Business, 2015
- Tourism Marketing, AlmaU, 2020
- Marketing of Hotel and Restaurant Business, 2021



Curriculum Vitae Sokhatskaya Natalia

Position

Assistant Professor

Institution

School of Management
Almaty Management University

Email: n.sokhatskaya@almau.edu.kz

Biography

Natalia Pavlovna Sokhatskaya is an Assistant Professor at the School of Management of Almaty Management University. She holds a PhD equivalent degree (Candidate of Economic Sciences) and an MBA, with extensive academic and professional experience spanning several decades.

Her academic career began in the 1980s, and she has held various teaching and research positions in leading universities in Kazakhstan. Her expertise includes marketing, international marketing, and integrated marketing communications. She has also contributed to the development of marketing education and research, particularly in tourism and digital marketing.

Her research interests focus on marketing, neuromarketing, and digital marketing, with applications in tourism, healthcare services, and consumer behavior. She actively participates in academic research and has published in national and international journals.

Education and Academic Qualifications

Almaty Institute of National Economy

1972 – 1976

Specialization: Economics and Planning of Material and Technical Supply

Qualification: Economist

Almaty Institute of National Economy

1987 – 1989

Postgraduate Studies (Full-time)

Qualification: Economist-Researcher

Maastricht School of Management (Netherlands)

1997 – 1999

DBA Program (TACIS Project)

Kazakh State Academy of Management

1999

Candidate of Economic Sciences (PhD equivalent)

Education Network Academy Center

2002 – 2004

Business Administration Program

Foxy Business School (USA)

2007

Master of Business Administration (MBA)

Academic and Professional Experience

Almaty Management University

2021 – present

Assistant Professor, School of Management

2015 – 2020

Assistant Professor / Associate Professor (various departments within School of Management)

International Academy of Business

2006 – 2013

Associate Professor, Department of Management and Marketing

Head of the Department of Management and Marketing

Kazakh Economic University named after T. Ryskulov / Kazakh State Academy of Management / Almaty Institute of National Economy

1980 – 2006

Lecturer / Senior Lecturer / Associate Professor

Previous Experience

Almaty Production Association of the Dairy Industry of the Kazakh SSR

1976 – 1980

Software Engineer / Accountant

Teaching Area

- Marketing
- Marketing Communications
- International Marketing
- Integrated Marketing Communications

Research Interests

- Marketing
 - Neuromarketing
 - digital marketing
-

Selected Publications

1. Smykova, M., Kazybayeva, A., Sokhatskaya, N., & Rakhimbekova, A. (2019). Assessment of tourist satisfaction. *Bulletin of the Kazakh University of Economics, Finance and International Trade*.
2. Smykova, M., Kazybayeva, A., & Sokhatskaya, N. (2021). Neuromarketing studies of tourism advertising. *Bulletin of ENU*.
3. Sokhatskaya, N.P. (2021). Innovative approaches in tourism marketing. *Conference Proceedings*.
4. Kazybayeva, A., Smykova, M., Sokhatskaya, N. (2021). Methods of neuromarketing research. *Central Asian Economic Review*.
5. Kazybayeva, A., et al. (2022). Enhancing online learning in business education. *Journal of Eastern European and Central Asian Research*.
6. Methods for assessing the quality of services in medical institutions. *Bulletin of Karaganda University, 2022*.
7. Orazgaliyeva, E., et al. (2024). Customer loyalty in the pharmaceutical market. *Regional Science Policy & Practice*.
8. Yolcu, S., Sokhatskaya, N. (2024). Marketing analysis in hotel services. *Bulletin of Turan University*.
9. Smykova, M., Yolcu, S., Sokhatskaya, N. (2025). Neuromarketing in advertising communications. *Bulletin of ENU*.
10. Yolcu, S., Sokhatskaya, N., Smykova, M. (2025). Hotel competitiveness assessment. *Bulletin of Turan University*.
11. Orazgaliyeva, E., Sokhatskaya, N., Yolcu, S. (2025). Consumer behavior in e-commerce. *Statistics, Accounting and Audit*.