



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY

# ALMAU

## SDG Report

### 2023

### 2024



[www.almau.edu.kz](http://www.almau.edu.kz)



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# Letter from the Rector



## Gulnara Kurenkeyeva

Rector of AlmaU,  
Member of the International  
Accreditation Advisory Board  
AMBA&BCA (UK)

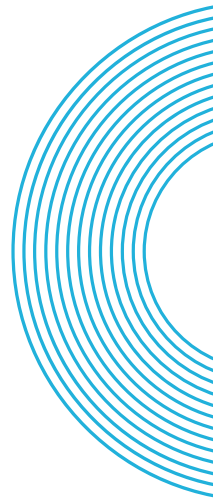
Dear Partners and Friends,  
At Almaty Management University (AlmaU), we are committed to building a sustainable and inclusive future. Education is more than knowledge—it's a responsibility to equip our students with the values and skills needed to lead and create positive change in the world.

This year, we strengthened our focus on sustainability, embedding it into our teaching, research, and operations. From advancing solutions to global challenges like climate change and inequality to reducing our environmental impact on campus, we aim to be a model of responsibility and innovation.

Our students and faculty engage in meaningful community projects, international collaborations, and research that drives progress. These efforts reflect our belief that universities must lead by example, fostering not only academic success but also ethical and social leadership.

Together with our partners, we continue to shape a brighter future—one rooted in sustainability, inclusivity, and global cooperation.

Thank you for being part of this journey!



# AlmaU Overview



Almaty Management University is an entrepreneurial, socially responsible university striving to become more comprehensive and research-oriented. This year we celebrate 35 years in the education market, being the oldest private university in the country, the first business school of Kazakhstan, pioneer of business education in CIS.

The university cooperates with more than 130 universities and associations. AlmaU is committed to the principles of the Third Mission, the UN SDGs, and promotes the Principles of Responsible Management Education (UN PRME).

At AlmaU there are 10 Schools, 3 Centers, the Institute for Education Development and AlmaU Extension (executive education center). Subject areas present at AlmaU include Business and Management, Economics and Finance, Politics and Law, Digital Technologies, Entrepreneurship and Innovation, Hospitality and Tourism, Media and Film, Health Sciences, Urban Studies, Creative Industries, Sports Management, and Humanities. Programs are delivered in 3 languages: Kazakh, Russian, and English, in more than 20 specialties. Currently, we have 5200 students, 75% are undergraduate and 25% are postgraduate students. We have the region's largest MBA and DBA student cohort (more than 1000).





# AlmaU Overview

AlmaU is accredited by IQA CEEMAN (2010-2029), MBA programs are accredited by AMBA (2013-2026), Graduate School of Business, School of Hospitality and Tourism, School of Entrepreneurship and Innovation of AlmaU are accredited by BGA (2021-2026). According to Eduniversal, AlmaU is ranked among Central Asia's top 3 business schools. AlmaU ranks 801-1000 in THE Impact Rankings 2024. GSB AlmaU is in the top 300 best business schools in the world according to the QS World University Rankings: Global MBA Rankings 2024, the AlmaU EMBA program takes 25th place in the QS Executive MBA 2024: Joint programs.



# AlmaU Overview



## Vision

AlmaU is a globally recognized comprehensive university for people aspiring for the sustainable development of society.

## Mission

We are making the world better through the development of education, research, and entrepreneurship.

## Values



Leadership



Sustainability



Entrepreneurship



Responsibility



Integrity





1 NO POVERTY



2 ZERO HUNGER



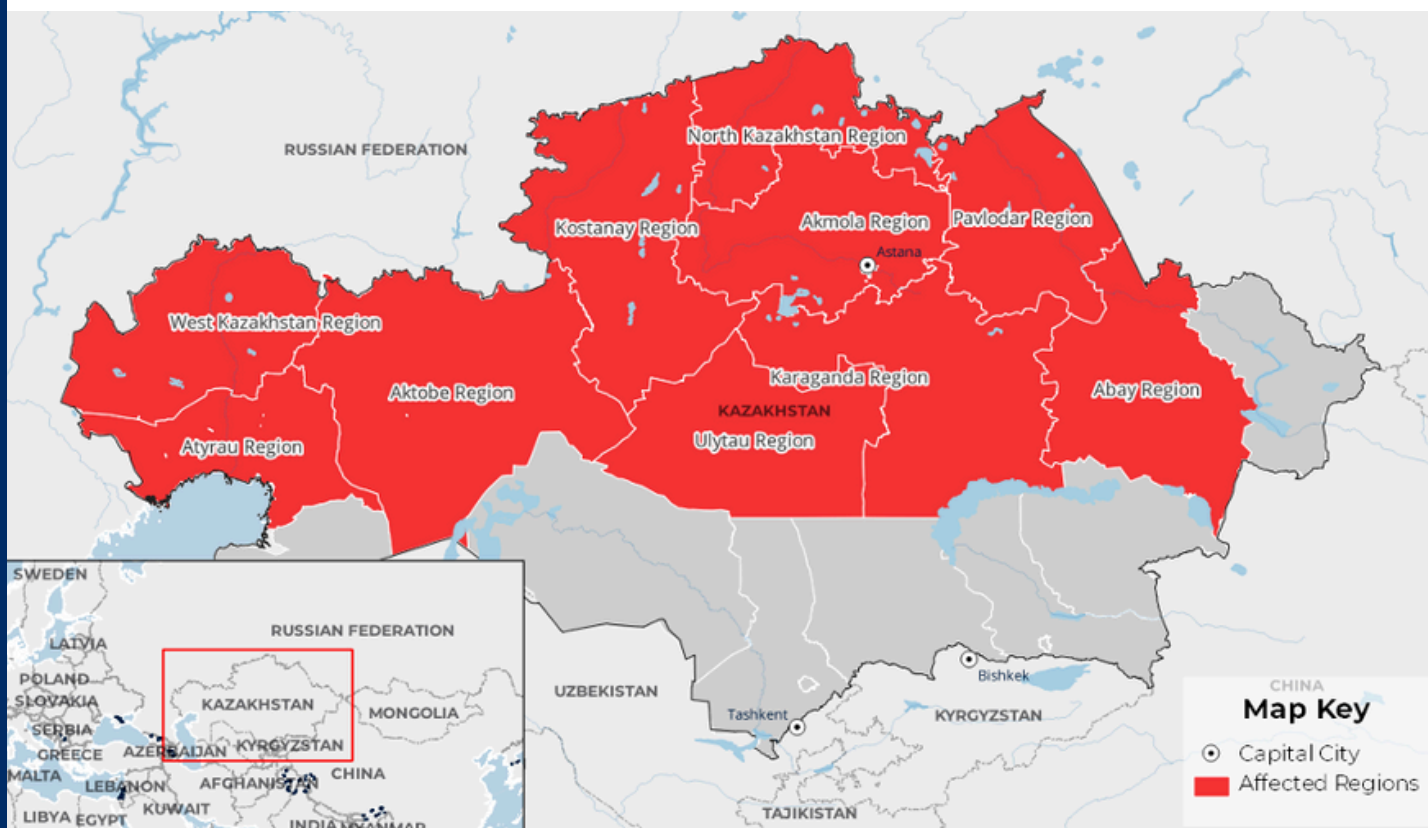
4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



# AlmaU rallies to aid flood victims



Source: IFRC (11/04/2024)

The flooding in Kazakhstan, which began on 27 March 2024, has become the most severe in 80 years. In response, the government declared a state of emergency on 6 April across ten of the country's seventeen regions. By 19 April, about 118,200 people had been evacuated or displaced, including nearly 44,300 children, and around 6,000 homes had been submerged.

In the face of this devastating situation, Almaty Management University (AlmaU) stepped up to provide critical humanitarian aid. The university established a dedicated collection point to mobilize the campus community and local residents to contribute essential supplies.



1 NO POVERTY



# AlmaU rallies to aid flood victims

2 ZERO HUNGER



4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



AlmaU's swift response and commitment to social responsibility were instrumental in providing much-needed relief to those affected by the floods. The university's staff and students worked tirelessly to collect and distribute aid, demonstrating a strong sense of empathy and solidarity.

By the end of the initiative, AlmaU had successfully collected and dispatched 20 tons of humanitarian aid (including food, clothing, and other necessary emergency items) to the flood-affected regions. Furthermore, donations of over one million KZT from the AlmaU community were channeled towards relief efforts. Additionally, in response to this catastrophic disaster, AlmaU offered 7 scholarships to cover university tuition fees for children from families affected by the flood.

This commendable humanitarian effort not only underscores AlmaU's unwavering commitment to social responsibility but also highlights its ability to make a tangible, positive impact on society, demonstrating compassion and a steadfast dedication to community service even in times of crisis.



<https://almau.edu.kz/almau-vydelyaet-7-grantov-na-obuchenie-postradavshim-ot-pavodkov/>

<https://almau.edu.kz/itogi-punkta-priema-gumanitarnoj-pomoshhi-almau-20-tonnyj-gumanitarnyj-gruz-i-1-018-000-tenge/%C2%A0>





1 NO POVERTY



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



# AlmaU Fin-2023: a week of empowering financial literacy and knowledge

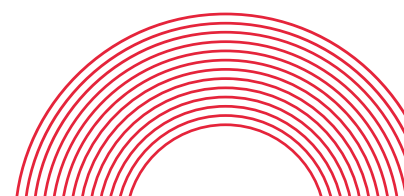
The first City Week of Financial Literacy AlmaU Fin-2023 was successfully held from November 29 to December 6, 2023, by AlmaU in partnership with the Eurasian Association of Investment and Financial Advisors and with support from Kazakhstan's State Agency for the Development and Regulation of Financial Markets. This event brought together experts and participants to explore key financial topics and enhance the financial literacy of the city population in Almaty, Kazakhstan.



The week featured expert-led sessions on personal finance, investment strategies, and retirement planning, offering valuable insights into managing personal finances, creating effective financial plans, and making informed investment decisions. It aimed to improve participants' financial well-being through practical tips for better money management and discussed important aspects of consumer protection within the financial services industry.

Additionally, the event introduced emerging trends in the financial world, including innovations like the digital tenge and Islamic finance. Overall, **AlmaU Fin-2023** provided participants with the knowledge and practical tools to make informed financial decisions and work toward achieving their long-term financial goals.

<https://almau.edu.kz/en/city-financial-literacy-week-almau-fin-2023/>





# AlmaU students learning sustainable agriculture innovation

This year, three undergraduate students of AlmaU's School of Management, designed their thesis projects around the topics of sustainable agriculture, food commodity markets, food security, and agricultural export.

Kamila Almazbekova, Dayana Yerlankyzy, and Arailym Rakhym researched supply chain management in the production and distribution of agricultural products, examining how inefficiencies in logistics and distribution affect the timeliness and cost-effectiveness of agricultural supply chains.

Ayaulym Seidaliyeva, Gulsana Abdina, and Fariza Karsan tackled the topic of improving transportation technology for perishable goods, proposing innovative solutions to enhance the transportation infrastructure and reduce losses for highly perishable agricultural products. Gulzada Opabek, Yenlik Suranshy, and Assem Ginayatova concentrated on the grain transportation process, exploring strategies to optimize grain movement from farms to markets, emphasizing improving efficiency and reducing transportation costs.

Collectively, their projects aim to address key logistical challenges that impact the agricultural industry, offering practical insights for enhancing efficiency, reducing waste, and ensuring better access to domestic and global markets, all of which contribute to the achievement of UN Sustainable Development Goal 2: Zero Hunger, by improving food systems and supporting sustainable agricultural practices.



SCHOOL  
OF MANAGEMENT





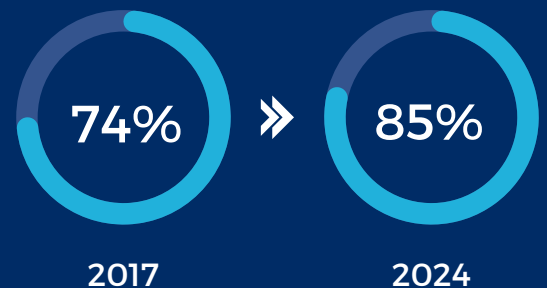


# A growing concern: fast food and unhealthy habits among Almaty students

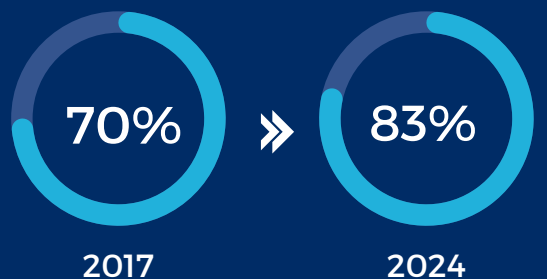
As part of their university course on service learning, students of Almaty Management University conducted a research project jointly with the national association “Densaulyq”. 87 first-year students of AlmaU were involved in the study as volunteer interviewers. The study that employed sociological surveys and gathered data from 1013 respondents from 17 universities between the ages of 18 to 20, revealed alarming trends in the dietary and lifestyle habits of Almaty's student population.

The project also compared data from 2017 to 2024, highlighting a significant increase in fast food consumption and other unhealthy behaviors among the young population.

Key findings from the study indicate a rise in unhealthy lifestyle habits among students. Fast food consumption has increased significantly, with 85% of students reporting regular consumption in 2024, up from 74% in 2017. This trend is largely driven by the perception of fast food as both tasty and trendy. Similarly, the consumption of sugar-sweetened beverages is also high, with over 83% of students drinking sugary drinks, and 54% doing so daily, compared to 70% and 51%, respectively, in 2017. Although there has been a slight decline in overall alcohol consumption, 26% of students still consume alcohol on a weekly basis or more. The use of nicotine has risen, particularly through electronic cigarettes, with 60% of students reporting usage.



Fast food consumption among  
Almaty city students



Sugar drinks consumption among  
Almaty city students

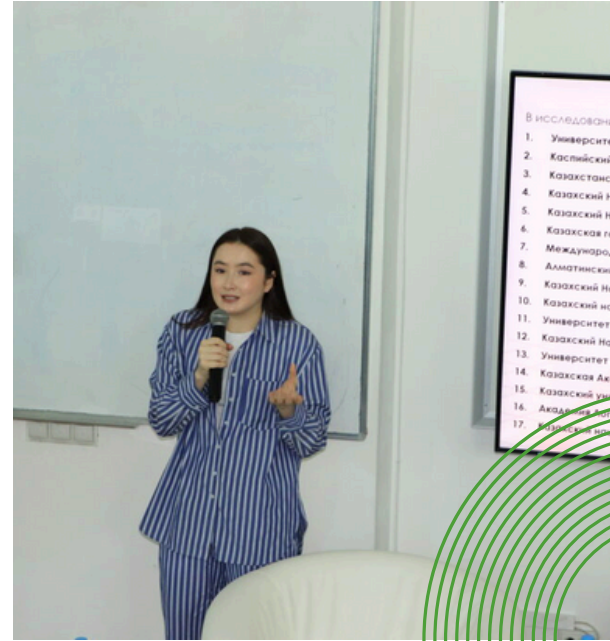

**3** GOOD HEALTH  
AND WELL-BEING

**4** QUALITY  
EDUCATION

**17** PARTNERSHIPS  
FOR THE GOALS


# A growing concern: fast food and unhealthy habits among Almaty students

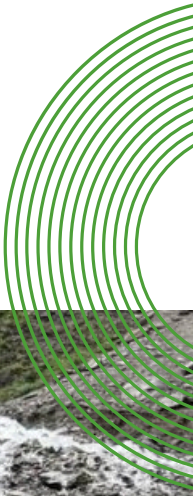
To address these unhealthy trends, AlmaU and other institutions will implement several strategies. These include integrating health education into the curriculum, promoting healthier food options on campus, and launching awareness campaigns about the risks of unhealthy lifestyles. They will also provide accessible counseling services and partner with local health organizations to support student well-being. By taking these steps, AlmaU and similar institutions will help promote healthier lifestyles and contribute to a healthier society.







# Joint research project of AlmaU and LehighU students aiming to reduce high salt intake in KZ



An educational partnership between Lehigh University (USA) and Almaty Management University (AlmaU) has assembled a dedicated team of undergraduate students to address the pressing health issue of excessive salt consumption in Kazakhstan. The team, comprising Khanjan Mehta, Ainar Nurgaliyev, Joseph Menicucci, Ella Sokich, Asher Mendelson, Daniel Weir, Marcos Torrez, Umid Abdullayev, Aidana Baibulsinova, and Amina Tolgen, conducted rigorous research titled “Towards Low-Sodium Diets: Educational and Policy Approaches” to develop innovative solutions. This collaborative research initiative between Lehigh University and AlmaU holds the potential to significantly impact public health in Kazakhstan by promoting healthier dietary habits and reducing the burden of salt-related diseases.



**LEHIGH**  
UNIVERSITY

Located in Pennsylvania's beautiful Lehigh Valley, Lehigh is one of the nation's most distinguished private research universities. Through academic rigor, an entrepreneurial mindset and collaborative opportunities we challenge our students to become the leaders of the future.



# Joint research project of AlmaU and LehighU students aiming to reduce high salt intake in KZ



*This problem leaves a gap in the public health system of many nations for interventions to help people make proper dietary decisions*

Sokich, E., Menicucci, J.,  
Abdullayev, U. et al.

The project aims to address a significant public health concern around the widespread consumption of high-sodium foods. More specifically, the project targets the broader aim of creating a certification system that would identify and promote low-sodium products in Kazakhstan markets, empowering consumers to make informed choices affecting their health and wellbeing.

The study was presented and published at the IEEE conference at Villanova University (UAS). The publication will be available on Google Scholar and indexed in the Scopus database.




**3** GOOD HEALTH  
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# AlmaU Professor makes significant contribution to global health promotion

Professor Altyn Aringazina, a distinguished faculty member of the Sharmanov School of Health Sciences at AlmaU, participated in the 12th IUHPE European Conference on Health Promotion in Lodz, Poland, held on June 17-18, 2024.



Dr. Altyn Aringazina  
Prof. of AlmaU Sharmanov School of Health Sciences

As a member of the scientific committee and session moderator, Professor Aringazina made significant contributions in shaping the conference agenda and fostering discussions on pressing public health issues. The conference brought together experts from 40 countries, providing a platform for knowledge sharing, networking, and collaboration.

A renowned advocate for health promotion, Professor Aringazina has served as a member of the IUHPE Board of Trustees (2007-2013) and currently holds a position on the IUHPE Regional Committee for Europe.

**12<sup>th</sup> IUHPE European Conference  
on Health Promotion**  
→ 17-18.06.2024



***Cultivating Change Through  
the Lifespan***

Medical University of Lodz – Poland

<https://iuhpeconferences24.umed.pl/programmes/12th-european-conference-on-health-promotion/%20https://almau.edu.kz/professor-altyn-aringazina-na-12-oj-evropejskoj-konferencii-iuhpe/>







# A Tribute to a Champion: The First Samat Musin Ski Crossing

On December 17, 2023, the village of Lobanovo in North Kazakhstan witnessed a historically significant event: the inaugural Samat Mussin Ski Crossing championship. This event was a tribute to the legendary Kazakh skier, Samat Musin, master of sports of international class, multiple-time Kazakhstan champion, and two-time silver and bronze medalist in the USSR cross-country skiing championships. The main aim of the event was to revitalize winter sports in the region.

Initiated by AlmaU president Dr. Assylbek Kozhakhmetov and jointly organized by AlmaU and Zeynep Higher Multidisciplinary College the event drew a large crowd, including local residents, students, and government officials. The 7-kilometer ski route traversed the same terrain that once challenged Samat Mussin, inspiring participants to push their limits.

Beyond the ski crossing, the event offered a variety of winter activities, such as archery, sledding, and skating. Masterclasses on entrepreneurship, hospitality, and traditional crafts were also conducted, showcasing the diverse cultural heritage of the region. A farmers' market added a vibrant touch, offering locally sourced products.





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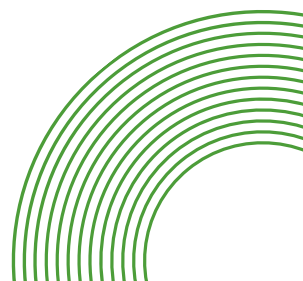
Samat Musin's legacy continues to inspire generations. His dedication to skiing and his achievements on the international stage have made him a role model for aspiring athletes. The ski crossing serves as a fitting tribute to his contributions to Kazakh sports.

By organizing this event, AlmaU and Zeynep Higher Multidisciplinary College have not only celebrated a sporting hero but also promoted a healthy lifestyle, community engagement, and the preservation of cultural traditions.



<https://almau.edu.kz/pervyj-lyzhnyj-perehod-tropoj-samata-musina-zolotogo-prizera-aziatskih-igr/>

<https://716.kz/news/33291-pervyi-lyzhnyi-perehod-tropoi-samata-musina-zolotogo-prizera-aziatskih-igr.html>





**3 GOOD HEALTH  
AND WELL-BEING****4 QUALITY  
EDUCATION****17 PARTNERSHIPS  
FOR THE GOALS**

# AlmaU hosts international seminar on modern psychology

On November 10, 2023, as part of AlmaU's 35th anniversary celebration, an international scientific and educational seminar was held on modern aspects of psychology in Kazakhstan. The seminar covered topics such as cognitive behavioral therapy, gestalt therapy, psychoanalysis, transactional analysis, and an integrative approach. It brought together scientists and practitioners who have contributed to the development of psychology in the country.



Participants from across Kazakhstan, as well as online attendees from distant locations, highlighted the global reach of the event. The conference was conducted in three languages, making it accessible to a broad audience.



The seminar explored various psychological approaches, including cognitive-behavioral therapy, gestalt therapy, psychoanalysis, and transactional analysis. Participants learned from experts and discussed key topics such as mental health strategies for young people, the practical applications of CBT, using Gestalt principles for personal growth and relationships, the impact of the unconscious mind, and communication patterns in relationships. The event highlighted the importance of psychological well-being and the role of psychology in addressing societal challenges, with AlmaU aiming to advance the field and promote overall well-being in Kazakhstan.





**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



# Improving digital healthcare services in Kazakhstan:

## assessment methodology and enhancement strategies in the post-COVID era

The project “The Quality of Digital Services of Medical Institutions in Kazakhstan in the Context of a Pandemic: Assessment Methodology and Improvement Mechanisms” is being implemented from 2022 to 2024, led by Dr. Elmaira Orazgaliyeva, a researcher from AlmaU School of Management. Funded by the Committee of Science of Kazakhstan’s Ministry of Science and Higher Education through the Zhas Galym grant (18 million KZT), the project focuses on improving digital services in Kazakhstan’s healthcare sector, especially in response to the COVID-19 pandemic.



Dr. Elmaira Orazgaliyeva  
Researcher of School of Management

The goal is to assess and enhance the effectiveness of digital healthcare services by identifying gaps and proposing solutions for improvement, particularly through organizational, economic, and marketing mechanisms. The project aims to develop a methodology for evaluating digital healthcare quality, addressing the lack of clear indicators and frameworks for assessing the impact of digitalization on healthcare services.



A key issue is the disconnect between rapid digital adoption and the actual improvement in service quality. Despite significant investments in digital infrastructure, patient satisfaction with digital services remains low. The project seeks to address this by gathering patient feedback, identifying service shortcomings, and proposing solutions, including the creation of an information platform to improve communication between patients and healthcare providers. The project aims to create a sustainable, patient-centered digital healthcare ecosystem in Kazakhstan.

<https://almau.edu.kz/en/science-2/?wkl=2>



# AlmaU hosts anniversary forum of the Academic Integrity League

On April 19, the Academic Integrity League hosted its Anniversary Forum at Almaty Management University, one of the co-founder of the League, celebrating its 5th anniversary. The Forum brought together over 200 participants from Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, Lithuania, and the Philippines, including representatives from 26 universities and organizations. Of the attendees, 125 participated in person, while more than 80 joined online. The event provided a significant boost to promoting a culture of academic integrity within Kazakhstan's higher education system. During the Forum, several experts and leaders who have made notable contributions to the field of academic integrity were honored.



Concurrently, the League held its General Meeting, coming up with the following decisions:

- A working group was formed to develop a new standard for the League based on the AIRS 2.0 ICAI framework.
- The League's Project Office will begin preparing a unified digital platform to streamline monitoring processes and implement online monitoring tools.
- The General Meeting decided to transfer the Chairmanship of the League to Aktobe Regional University named after Zhubanov for one year.

[https://forbes.kz/articles/v\\_almau\\_sostoyalsya\\_yubileyniy\\_forum\\_ligi\\_akademicheskoy\\_chestnosti](https://forbes.kz/articles/v_almau_sostoyalsya_yubileyniy_forum_ligi_akademicheskoy_chestnosti)



# AlmaU launches its first educational programs at its Sharmanov School of Health Sciences to honor the legacy of the prominent academician

In the fall of 2023, first educational programs were launched in AlmaU's brand new Sharmanov School of Health Sciences (SSHS) named in honor of the academician Toregeldi Sharmanov, a prominent Kazakh medical scientist, founder and president of the Kazakh Academy of Nutrition.

Toregeldi Sharmanov's invaluable legacies include pioneering research in nutrition, significant contributions to public health policy in Kazakhstan, and a lasting impact on medical education and the prevention of chronic diseases through improved dietary practices. Following these legacies, AlmaU SSHS launched educational programs in psychology and kinesiology, and is currently designing new programs in public health management and nutritionology.

Besides delivering cutting-edge educational programs in health sciences, AlmaU SSHS plans to create a community of practice of experts, researchers, and leaders to make an impact on Kazakhstan's health system. In 2023, the School joined the International Union for Health Promotion and Education (IUHPE), which is a global organization uniting individuals and institutions dedicated to improving public health through education, community action, and policy development.



ALMAU SHARMANOV  
SCHOOL OF HEALTH  
SCIENCES



*My burden is the burden of my offspring. And happiness is to bear this burden*

Dr. Toregeldi Sharmanov  
(1930-2024)





# AlmaU's Tolyq Adam foundation program:

## a holistic approach to foster green skills and responsibility among the students

Almaty Management University (AlmaU) was thrilled to launch its innovative Tolyq Adam foundation program in the fall of 2023. This unique interdisciplinary program has been designed to empower young people with the skills and knowledge they need to thrive in the 21st century.

The Tolyq Adam program - AlmaU's innovative interpretation of the traditional liberal arts education - draws inspiration from the profound wisdom of Abay Kunanbayev, a renowned Kazakh poet, philosopher, and thinker whose concept of holistic person is based on three main virtues: heart, mind, and courage.

By emphasizing the importance of cultural understanding, social responsibility, and critical thinking, Abay's teachings align perfectly with the goals of the program. Through delivering courses and disciplines listed below:

"Service learning", "World and I", "Design of life", "Philosophical dialogue", "Biohacking" the program develops among the students such attributes as empathy, ownership, resilience, and empowerment that are key to driving changes in the 21st century.

Through the Tolyq Adam program, AlmaU is committed to educating responsible leaders who possess the knowledge, skills, and values to make a positive impact on the world.

<https://almau.edu.kz/en/study/school-of-transformative-humanities/>

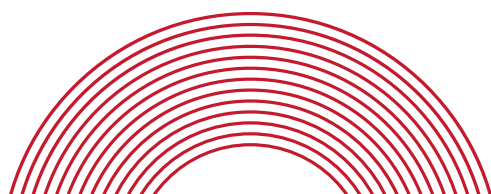


**SCHOOL OF  
TRANSFORMATIVE  
HUMANITIES**



*Only three things are human qualities: hot courage, radiant mind, and a warm heart.*

Abai Kunanbayev  
(1845-1904)





# AlmaU drives sustainable development through SDG ambition accelerator

Ainar Nurgaliyev, Director of the Center for Sustainable Development at AlmaU, along with Gulzira Yestekova, Academic Dean of the Graduate School of Business, and UN experts, led a six-month-long SDG Ambition Accelerator program. This initiative, which ran from October 2023 to March 2024, engaged over 80 employees from 40 leading companies in Kazakhstan, Uzbekistan, and Kyrgyzstan, all participants of the UN Global Compact. The participating companies were Kazakhstan's large businesses as Freedom Holding Corp., JSC HALYK BANK, JSC Kazatomprom, Swiss Capital MFO and many others.



Dr. Gulzira Yestekova

Academic Dean of AlmaU GSB

The program was designed to empower businesses to set ambitious corporate targets and integrate UN's Sustainable Development Goals (SDGs) into their core operations. By providing guidance and support, the program aimed to catalyze transformative change, enhance business resilience, and foster long-term growth.

Through a series of facilitation sessions, the participants were challenged to think critically about their company's impact and to develop innovative strategies to address pressing global issues. The program equipped them with the tools and knowledge necessary to drive sustainable development initiatives and create a more sustainable future.



[https://www.linkedin.com/posts/dinara-seijaparova-33a24b\\_today-i-feel-really-emotional-happy-hopeful-activity-7179123887450787840-7cGT?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dinara-seijaparova-33a24b_today-i-feel-really-emotional-happy-hopeful-activity-7179123887450787840-7cGT?utm_source=share&utm_medium=member_desktop)



# AlmaU Executive MBA program ranked among the world's best

Almaty Management University (AlmaU) has achieved a remarkable milestone by securing the 25th position in the prestigious QS Executive MBA Rankings 2024.

This achievement underscores the quality and innovation of AlmaU's Executive MBA program.



QS Executive MBA Rankings 2024 : Joint

## #25

Almaty Management University/GSOM

Several key factors contribute to the program's high ranking. First, it offers a global perspective, allowing students to interact with peers from diverse cultural backgrounds. Second, the faculty is highly experienced, with extensive industry expertise, ensuring students gain practical, current knowledge.

The rigorous curriculum is designed to provide the latest management theories and tools, preparing students for leadership roles in today's complex business environment. Additionally, the program builds strong industry connections, offering valuable networking opportunities for students.

This recognition underscores AlmaU's standing as a top institution for executive education in the region. With its world-class Executive MBA program, AlmaU helps professionals advance their careers and drive innovation within their organizations.

<https://almau.edu.kz/25-mesto-v-rejtinge-qs-executive-mba-rankings-2024/>





# 7 AlmaU faculty members receive prestigious fellowships for overseas research internships

Almaty Management University has made significant strides in academic excellence, with seven of its faculty members securing prestigious fellowships under the “500 Scientists” program. This program, initiated by the Government of Kazakhstan, aims to elevate the country’s scientific and educational landscape.

Fellowship recipients and their host universities:

- Aliya Shakbutova, Dinara Abisheva, Maria Begunova, and Aliya Dosmanbetova - University of Illinois at Urbana-Champaign (USA)
- Dinara Tumarbekova - Queen's University Belfast (UK)
- Saule Yolcu - Marmara University (Turkey)
- Miras Dolaev - Queen's University Belfast (UK)

These talented faculty members will embark on 6-12 months internships at world-renowned institutions, gaining invaluable experience and knowledge. Their fellowships will contribute to the advancement of research and teaching at AlmaU, as well as foster AlmaU's dedication to high-quality education and innovation.



<https://almau.edu.kz/7-prepodavatelej-almau-stali-obladatelyami-stipendii-programmy-500-uchenyh-ot-bolashak/>



# AlmaU Store Day-2023 to support young social entrepreneurs

8 DECENT WORK AND  
ECONOMIC GROWTH12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION17 PARTNERSHIPS  
FOR THE GOALS

On November 23, 2023, AlmaU transformed into a vibrant marketplace for its annual Store Day event, which celebrated student entrepreneurship and creativity. Over 50 student-led ventures participated, offering a diverse array of products and services, including culinary treats, handmade crafts, fashion accessories, and digital art.



A special highlight was the participation of students from the Russian Children's and Youth Development University, who brought a taste of American desserts to the fair. Additionally, several students incorporated Kazakh cultural elements into their products, showcasing local heritage and craftsmanship.

The event also demonstrated the social impact of student entrepreneurship. For example, the "Light Life" group featured jewelry, drawings, and handicrafts made by children from orphanages, with proceeds donated to support these young talents, underscoring how entrepreneurship can create positive social change.

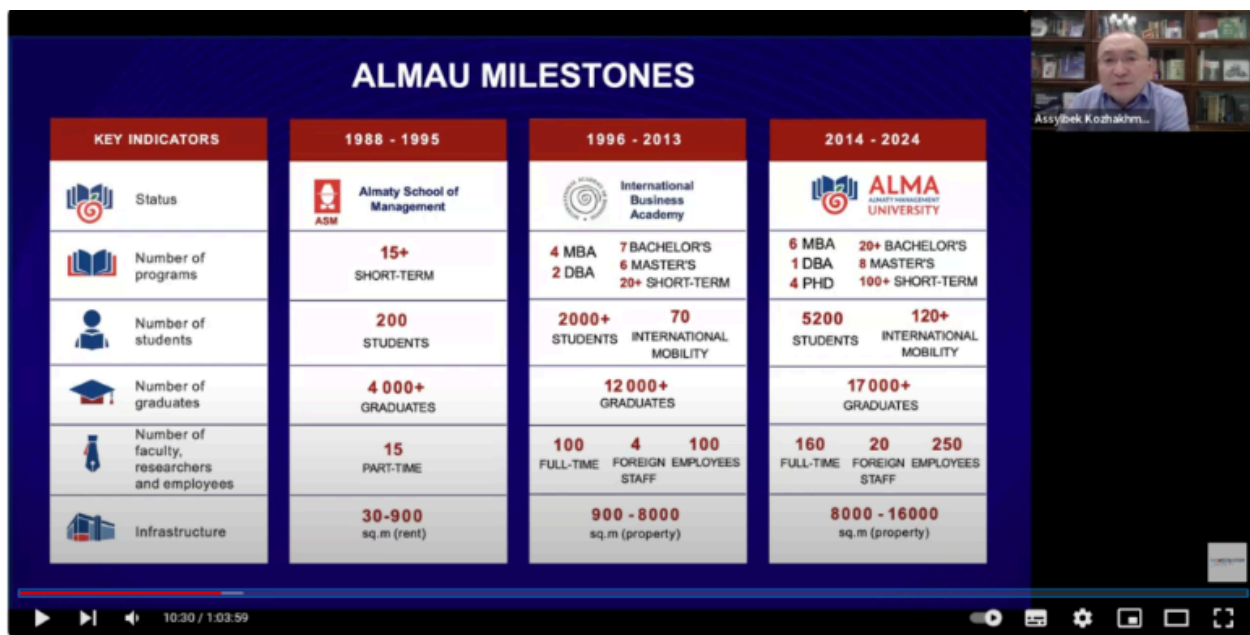
Store Day is not only about business but also about skill-building. Students gain valuable experience in creativity, innovation, marketing, sales, financial management, leadership, and teamwork. By providing this platform, AlmaU helps empower students to become future leaders, contributing to the economic and social development of Kazakhstan.

<https://almau.edu.kz/kz/almau-da-y-store-day-zhas-k-sipkerlerdi-oldajy/>





# AlmaU President Dr. Kozhakhmetov spoke in a global series of webinars for innovative universities



The founder and president of Almaty Management University, Dr. Assylbek Kozhametov, spoke at a webinar organized by Constructor University, a leading private university in Germany.

This webinar was part of a global series for innovative universities. The series is designed to inspire international leaders in higher education with new ideas and provides a platform for practitioners and scholars to come together and discuss the next steps forward in the field.

The topic of Dr. Kozhakhmetov's presentation was highly relevant and timely. As the founder of the first private educational institution with a 35-year history, an ideologist, and the scientific editor of the monograph *In Search of an Effective Model for a Kazakhstani University*, he addressed the topic "Education for a Better Future."



"In the 21st century, universities are assigned a global role. They act as drivers of change in society and the economy as a whole, and in the education system, in particular. The activities of universities have reached a new level: their interaction is necessary to achieve a synergistic effect through influence on the economy, society, and the life of the country," - Dr. Assylbek Kozhametov

<https://almau.edu.kz/assylbek-kozhahmetov-vystupil-v-globalnoj-serii-vebinarov-dlya-innovacionnyh-universitetov/>





# SDT creates anti-fraud and automated analytics system for ML-driven online assessments

A research project “Development of an Anti-Fraud and Automatic Analytics System for a Machine Learning-Based Testing Platform” is being implemented from 2022 to 2024 by Dr. Kuanysh Abeshev, Dean of the AlmaU School of Digital Technologies (SDT).

Funded by the Zhas Galym grant of the Ministry of Science and Higher Education, the project aims to develop anti-fraud mechanisms for online testing environments, addressing the need for integrity in digital assessments.



Dr. Kuanysh Abeshev  
Dean of School of Digital Technologies



The project will create a system that uses student response data (e.g., time spent on questions) to detect suspicious behavior and generate analytics for educators. Using machine learning algorithms, the system will identify fraudulent actions, such as cheating or external assistance, by analyzing deviations in student behavior. The goal is to provide educators with insights into test sessions, improving the efficiency of online assessments.

The project proceeds in the following stages: data collection and preprocessing, testing machine learning models for fraud detection, validating model accuracy, and integrating the best models into the testing platform. Once validated, the system will be scaled for broader use in online testing platforms. The outcomes will be published in scientific papers, contributing to the field of educational technology and improving fairness in digital education assessments.



4 QUALITY EDUCATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE GOALS



# Conceptualizing academic excellence in Kazakhstan:

**a national research project to strengthen higher education across the country**

AlmaU is proud to announce that in 2023, the national research project “Development of Scientific, Methodological, and Conceptual Foundations for Implementing the Academic Excellence Initiative in Higher Education and Science in Kazakhstan” led by Dr. Renata Kudaibergenova, Director of the Quality Assurance Office, has started and will run through 2025.

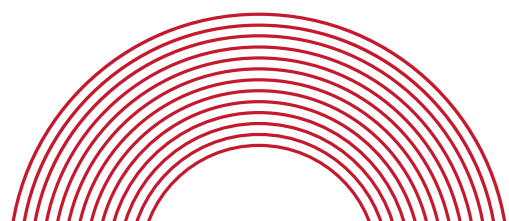
The project is funded by the Ministry of Higher Education and Science. The aim of the project is to establish Academic Excellence Centers at 20 universities across the country as part of Kazakhstan’s broader strategy to enhance the global competitiveness of its higher education system, with a special attention to regional and suburban universities, as outlined by President Tokayev.

These centers will feature technology parks, engineering hubs, and laboratories designed to meet Kazakhstan’s diverse region’s scientific, technological, and economic needs. The project began with reviewing best practices in academic excellence from across the world, focusing on the specific needs of Kazakhstan’s universities. One of the main goals is to develop a comprehensive framework for the initiative that aligns with the interests of universities, policymakers, and society.



The project will also create a practical model for implementing academic excellence, supported by detailed guidelines and regulatory documents. This model will be piloted at a select group of universities before being expanded nationwide. In addition, training programs will be organized to equip university staff with the skills needed to implement and sustain the initiative, helping to strengthen Kazakhstan’s higher education sector and contribute to the country’s socio-economic development.

<https://almau.edu.kz/en/science-2/?wkl=2>





5 GENDER  
EQUALITY10 REDUCED  
INEQUALITIES16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

# AlmaU hosts forum on women's empowerment and historical significance

In March 2023, AlmaU's Center for Sustainable Development organized the second annual Women's Forum. The event, titled "Women of the Great Steppe: Through the Ages," raised critical topics such as gender equality, domestic violence, and the historical context of feminism within the modern Kazakh society.

The forum covered several important topics. The Historical Perspective focused on traditional Kazakh marriage customs and their role in preserving cultural identity and self-expression. The Modern Challenges segment featured insights from human rights activists and experts on issues such as domestic violence, gender inequality, and women's rights. The discussion on Gender and Education explored gender disparities in STEM fields and discussed strategies for promoting gender equality in education.



Mr. Ainar Nurgaliyev  
Director of AlmaU SDG Center



In addition, the forum included a handicrafts fair, where the work of talented AlmaU students was showcased. The fair highlighted the significance of traditional crafts and their role in empowering women economically.



<https://almau.edu.kz/velikoj-stepi-skvoz-veka/>





# Harvard Kennedy School delegation visits AlmaU for inspiring lecture on women empowerment

In October 2023, Almaty Management University hosted a distinguished group of American women leaders from the Women and Public Policy Program (WAPPP) of Harvard Kennedy School. The visit marked a significant event for the university, as it provided a platform for knowledge exchange and inspiration.



The American delegation delivered a captivating lecture on "Women and the Media, Social Entrepreneurship, and Public Protection." The session featured renowned experts such as Dr. Heather Lamarr, Dr. Assel Kamza, Kathleen Kennedy Townsend, Marjorie Margulies, and Deborah Tsai.

The discussion highlighted the critical role of women in leadership, politics, and economic development. Kathleen Kennedy Townsend emphasized the importance of building strong connections within one's academic and professional circles. Marjorie Margulies, a seasoned journalist, shared insights on balancing work and family life.

The event provided a valuable opportunity for AlmaU students and faculty to engage with these influential women leaders, learn from their experiences, and gain insights into the challenges and opportunities faced by women in various fields.

<https://almau.edu.kz/zhenshhiny-lidery-ssha-posetili-almau/>

5 GENDER  
EQUALITY4 QUALITY  
EDUCATION10 REDUCED  
INEQUALITIES

# Renowned legal expert and women rights advocate Ms. Urazbakhova joins AlmaU

Starting in the Spring 2024 semester, Almaty Management University is proud to announce that internationally renowned legal expert Zhanna Urazbakhova has joined the School of Politics and Law as a new faculty member.

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A prominent figure in Kazakhstan's legal community, Zhanna Urazbakhova's legal practice and expertise mainly focus on the survivors of gender-based violence. As a dedicated advocate for women's rights and social justice, her appointment aligns with the university's commitment to fostering a culture of ethical leadership, equality, and social responsibility.



*The legal profession is a calling of the heart, as the fate of another person depends on your dedication and knowledge.*

Ms. Zhanna Urazbakhova  
Lawyer of the Almaty City Bar Association

Urazbakhova's appointment will undoubtedly bring a wealth of expertise, and will enrich the academic experience of AlmaU students and contribute to the university's mission of cultivating future women leaders. She will work closely with AlmaU to promote legal education, engage with students, and contribute to the development of innovative programs and initiatives that will empower less privileged women.

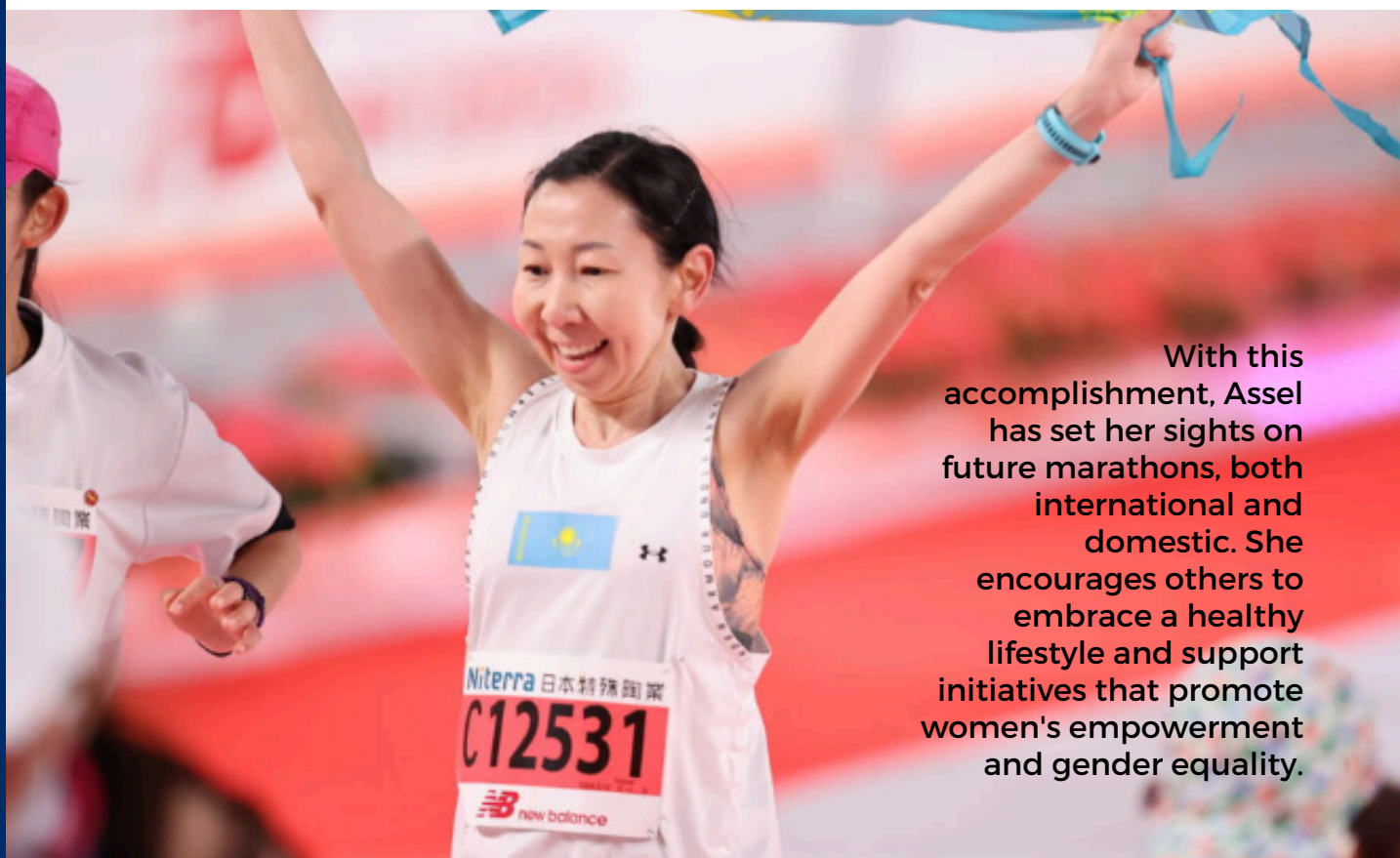
5 GENDER  
EQUALITY3 GOOD HEALTH  
AND WELL-BEING10 REDUCED  
INEQUALITIES

# AlmaU Vice-Rector Assel Aryn runs in the largest international women's marathon in Japan

Almaty Management University's Vice-Rector for Academic Development, Assel Aryn, recently achieved a significant personal milestone by completing the prestigious Nagoya Women's Marathon in Japan. This iconic race, recognized as the world's largest women's marathon, symbolizes the power and resilience of women worldwide.

Assel's participation in this event held special meaning, as it coincided with a period of social reflection and advocacy for women's rights in Kazakhstan. By taking part in this international event, she aimed to highlight the importance of gender equality and empower women to pursue their dreams.

Running has become more than just a hobby for Assel. She has found it to be a valuable tool for problem-solving and stress relief. The physical and mental benefits of running have allowed her to approach challenges with greater clarity and focus.



With this accomplishment, Assel has set her sights on future marathons, both international and domestic. She encourages others to embrace a healthy lifestyle and support initiatives that promote women's empowerment and gender equality.

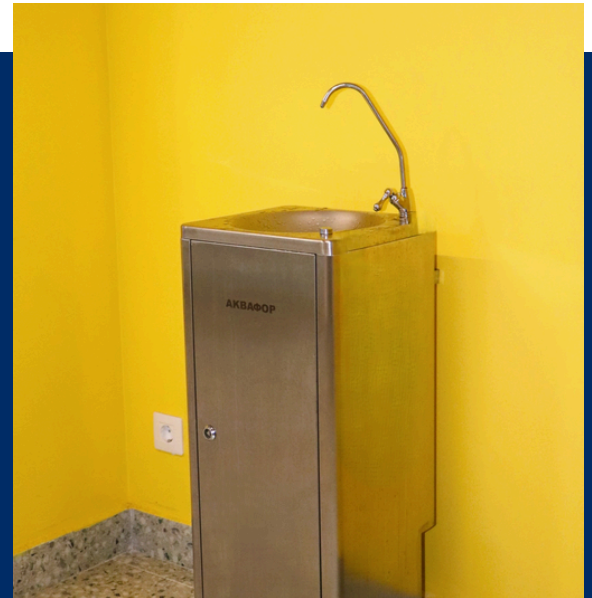




# Drinking water fountains to support students' health and sustainability efforts

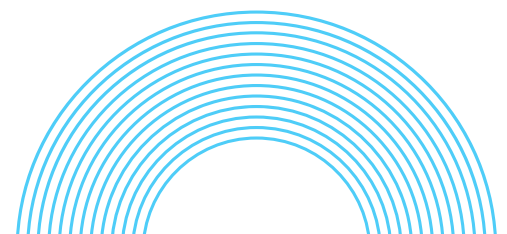
Almaty Management University took a significant step towards achieving Sustainable Development Goal (SDG) 6, ensuring access to clean water and sanitation for all, by installing four water fountains on campus during the renovation in 2024. This initiative aimed to provide students and staff with free access to clean drinking water, promoting a healthier and more sustainable campus environment.

The installation of these water fountains aligns with AlmaU's commitment to environmental sustainability and social responsibility. By providing readily available clean water, the university reduces the reliance on single-use plastic bottles, thereby minimizing plastic waste and promoting a circular economy. Additionally, the water fountains encourage hydration among students and staff, contributing to their overall health and wellbeing.



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The installation of the drinking water fountains highlights AlmaU's dedication to creating a sustainable campus. By prioritizing access to clean water, the university fosters a healthier and more environmentally conscious community. This initiative serves as an example for other educational institutions to adopt similar measures and contribute to efforts towards achieving SDG6.





# AlmaU students gain hands-on experience in clean energy production



On May 31, 2024, Navruz Erkayev and Umid Abdullayev, students of the School of Politics and Law and volunteers of AlmaU's SDG Legion Club participated in the USAID Power Central Asia initiative to witness firsthand the process of harnessing solar energy and converting it into clean electricity. This immersive experience provided students valuable insights into the world of clean energy and sustainable development.

The day began with a visit to a state-of-the-art solar power plant. The tour then moved to a wind power plant, where students learned about wind turbine technology.

Demir Kabylbayev, a Clean Energy Expert from the USAID Power Central Asia Activity, along with local engineers, shared their knowledge on turbine mechanisms, energy generation processes, and the factors influencing turbine design and performance.

This site visit provided students with a practical understanding of renewable energy technologies and their potential to address climate change and energy security challenges.

<https://www.instagram.com/reel/C8Bep2sq8it/?igsh=YXF3anNueDkxY2Zj>





# AlmaU joined the expert team to create the new “Atlas of New Professions and Competencies”

In September 2023, Almaty University Management initiated the start of the state "Mamandygym – Bolashagym" ("My profession is my future") project as part of Kazakhstan's national program to increase household incomes by 2029. The initiative aimed to create the new “Atlas of New Professions and Competencies” tailored to Almaty's economy, identifying emerging careers and skills needed in the next 5-10 years. The project focused on key sectors like construction, architecture, urban planning, hospitality, and logistics.

Using a detailed foresight methodology, AlmaU consulted with industry experts, businesses, and academic institutions. The project's goal was to inform local authorities, guide educational institutions in updating curricula, and help businesses prepare for future workforce demands.

The project has already made significant progress, identifying 463 professions, including 239 new roles, 95 evolving careers, and 129 declining jobs. This will inform educational policies and provide valuable career guidance for students.

<https://almau.edu.kz/v-almau-nachalas-rabota-po-sozdaniyu-atlasa-novyh-professij-i-kompetencij-goroda-almaty/>







# ZhanaOzen Business Bootcamp to support local entrepreneurial communities



On October 20, 2023, the "ZhanaOzen Business Bootcamp" kicked off, offering a transformative 5-week course for aspiring and established entrepreneurs.

This collaborative initiative, undertaken by Almaty Management University in partnership with Damuhub Educational Products Laboratory, aimed to equip participants with essential business skills, fostering economic development in the Mangystau region - one of Kazakhstan's regions with high unemployment rates.

The intensive training program covered key aspects of entrepreneurship, equipping participants with essential skills. Key areas included marketing strategies, where attendees learned to reach their audience and build brand awareness using both traditional and digital channels. Financial management focused on budgeting, cost control, and maximizing profitability. Tax compliance helped entrepreneurs understand tax laws and avoid penalties. Finally, the sales techniques module taught effective sales and negotiation skills to drive revenue and build client relationships.

<https://almau.edu.kz/zhanaozen-businessbootcamp/>

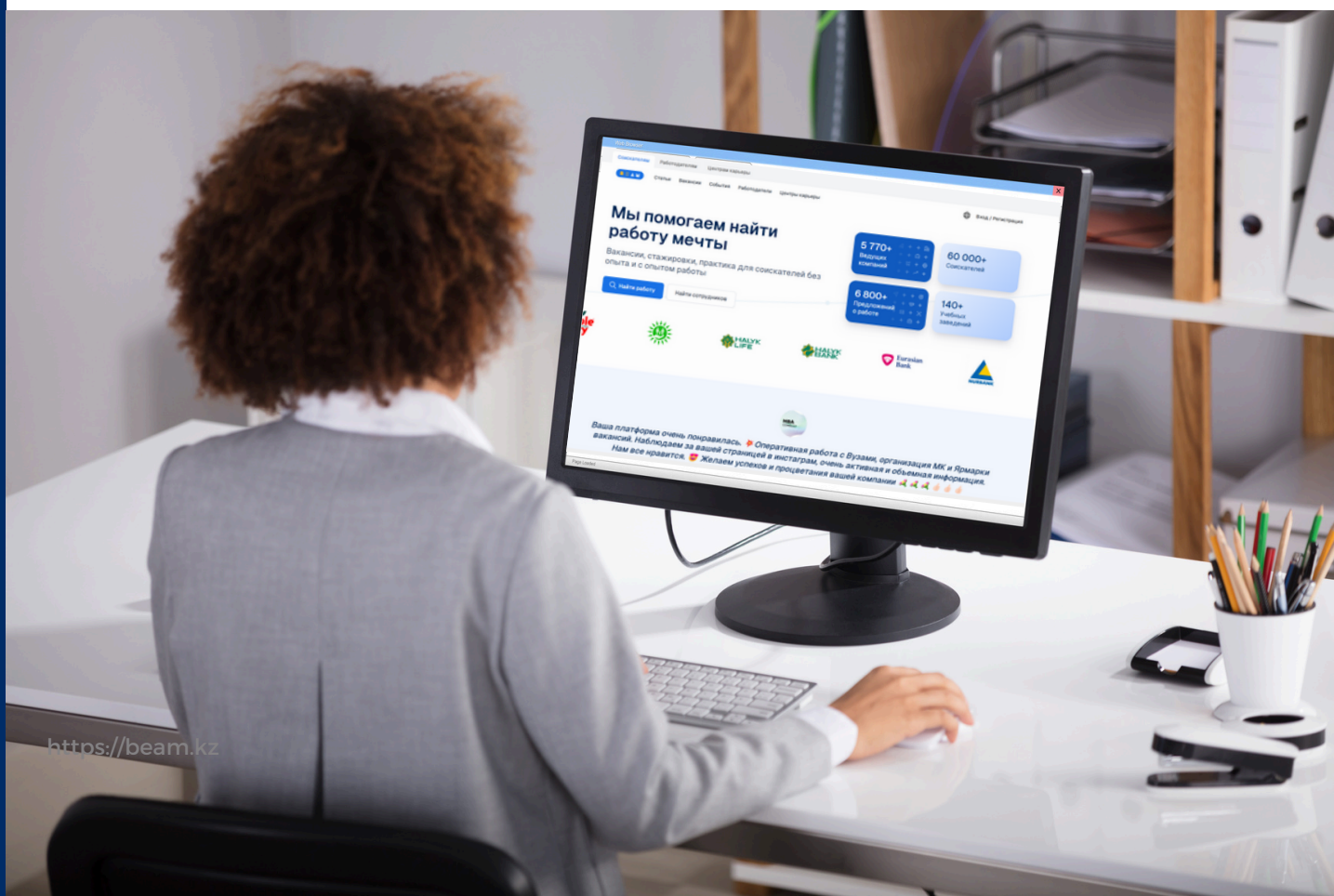


# AlmaU partners with beam.kz to digitize students' internship experiences

AlmaU Career Planning Center announced a significant step in improving the process of offering practical training opportunities to students. To enhance the availability and effectiveness of this important aspect of student life, the Center began collaborating with the leading platform, beam.kz.

This move toward digitalizing internships enabled AlmaU students to easily find relevant practical placements and engage in projects aligned with their professional interests and career goals.

The beam.kz platform provided a convenient tool for searching, applying, and tracking progress toward a successful career. The Career Planning Center was confident that this partnership would open new opportunities for AlmaU students, helping them transition smoothly into professional life and grow in their chosen fields. The Center took pride in offering students the best tools and resources for their future success.



<https://beam.kz>





# AlmaU creates bridge between research and business with InnoBoost acceleration program

Initiated by AlmaU Vice-Rector for Commercialization Kendrick White and his team, the InnoBoost acceleration program was officially launched on January 30, 2024, to bridge the gap between scientific research and commercial application, helping researchers turn their ideas into viable businesses. InnoBoost fosters collaboration between academia and industry, supporting the development of cutting-edge technologies that tackle real-world problems and promote economic growth.



The program addresses key challenges scientists face in commercialization, offering training in business skills, expert mentorship, networking, and access to funding. The program garnered strong interest, with over 180 applications and 30 promising projects selected to participate in this acceleration program.

<https://almau.edu.kz/zaversheno-obuchenie-po-programme-kommercializacii-innobost-winter-2024/>







# 8 AlmaU students completes OAP in InnoBoost Winter 2024

8 students from the School of Economics and Finance, School of Management, and School of Digital Technologies completed the Opportunity Assessment Plan (OAP) program conducted as part of the “InnoBoost Winter – 2024” acceleration program for innovative startups.

The program ran from January 30 to April 30, 2024, and included key stages such as selecting promising projects, conducting research, and delivering final presentations. Evaluated startups included a skin protection cream, an air purifier, a hemo-absorbent, a fertilizer to boost crop yields, and a wound-healing dressing.



The program aimed to assess startups using the Opportunity Assessment Plan (OAP) methodology, developed by investment expert Professor Gary Gibbons. The OAP assessment was conducted in collaboration with MBA students from the Thunderbird School of Global Management (ASU). Students gained valuable experience that will support their future projects, helping them create and launch their own startups.

Upon successful completion of the program, students were presented with certificates by AlmaU Rector Dr. Gulnara Kurenkeyeva. The Technology Commercialization Center plans to continue using the OAP methodology in future acceleration programs.

<https://almau.edu.kz/centr-kommercializacii-tehnologij-zavershil-programmu-opportunity-assesment-plan-top-5-proektov-akseleracii-innoboot-winter-2024/>

10 REDUCED INEQUALITIES



4 QUALITY EDUCATION



13 CLIMATE ACTION

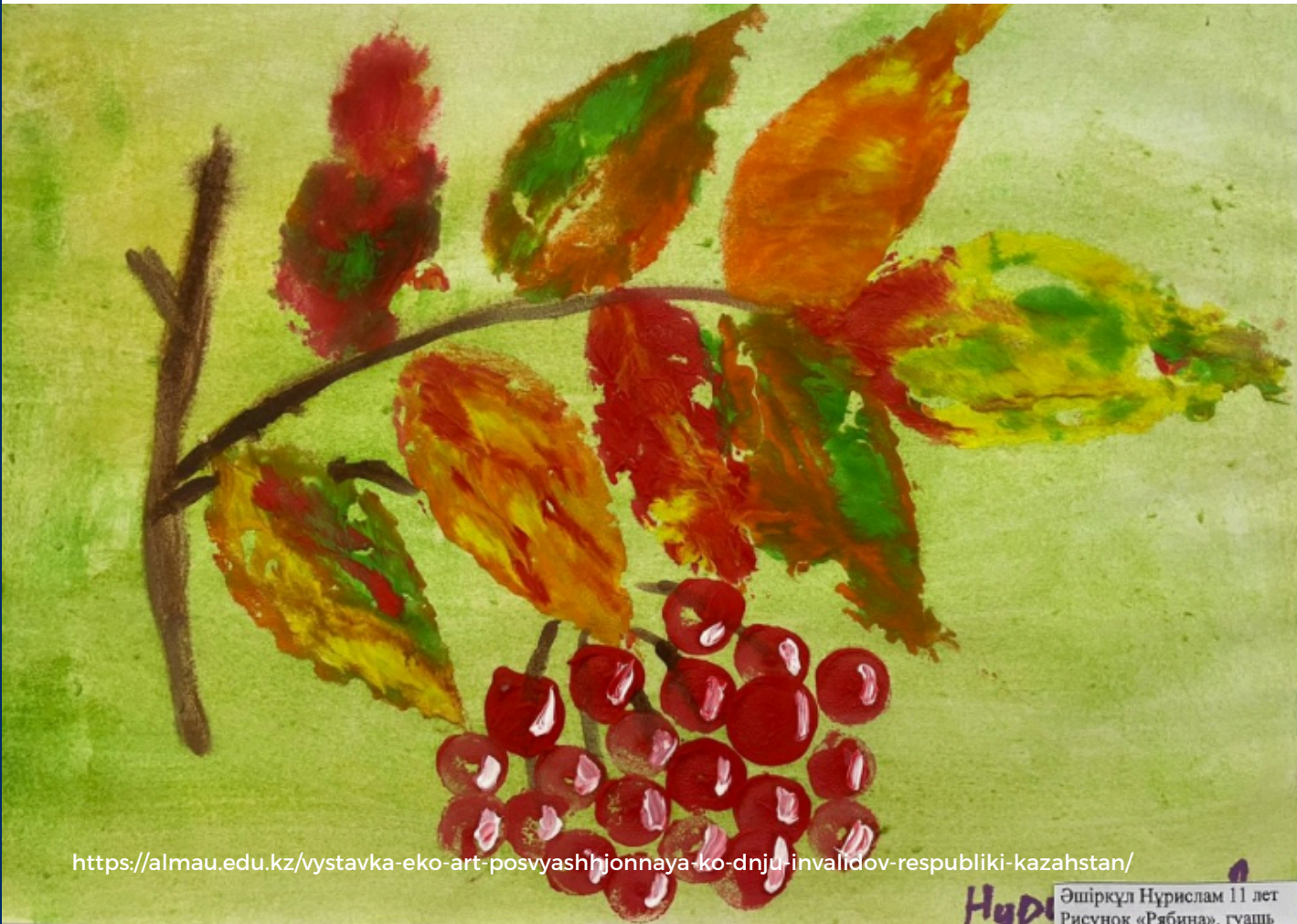


# “Eco-art” exhibition at AlmaU highlights inclusivity and environmental awareness

The Center for Sustainable Development at AlmaU, in partnership with Satbayev University’s Center for Support of Inclusive Education, organized the “Eco-art” exhibition to promote the Sustainable Development Goals, particularly reducing inequality and advancing environmental sustainability. The exhibition showcased artworks by children with special educational needs, highlighting the importance of inclusivity in fostering creativity and environmental awareness.

Held in AlmaU’s Atrium from October 13 to 23, 2023, the exhibition featured drawings and photographs on the theme “Autumn in Almaty.” The artworks celebrated the beauty of nature while raising awareness of key environmental issues.

By providing a platform for these young artists, the exhibition empowered them to share their perspectives and inspire action toward a more sustainable future.



<https://almau.edu.kz/vystavka-eko-art-posvyashhonnaya-ko-dnju-invalidov-respubliki-kazakhstan/>

Нурш  
Эшірқұл Нұрислам 11 лет  
Рисунок «Рябина», гуашь





# AlmaU empowers senior citizens through digital literacy to bridge the divide



Almaty Management University has taken a significant step towards bridging the digital divide by partnering with the Connect-Ed Public Foundation to offer digital literacy courses for senior citizens and retired population. This initiative aligns with the broader goal of promoting digital inclusion and ensuring that all members of society can benefit from technological advancements.

The courses are conducted in both Kazakh and Russian, and designed to equip senior citizens with the essential skills to navigate the digital world. Participants learn how to use smartphones, access online banking services, and utilize government e-services.

By empowering older adults with digital literacy skills, AlmaU and Connect-Ed are helping them to lead more independent and fulfilling lives. This initiative not only enhances their quality of life but also contributes to the broader goal of a digitally inclusive and more equitable society.

<https://almau.edu.kz/almau-zapuskaet-kursy-po-cifrovoj-gramotnosti-dlya-pensionerov-sovmestno-s-obshhestvennym-fondom-connect-ed/>





10 REDUCED  
INEQUALITIES4 QUALITY  
EDUCATION

# Developing a comprehensive approach to inclusive education at AlmaU

On May 20, 2024, AlmaU Institute for Education Development launched its spring school titled “Inclusive Education: From Basics to Advanced Methods” with around 35 faculty members and administrative staff from the university participating. The trainers of the school were renowned experts in inclusive education Dr. Kamila Rollan (Cambridge University, UK) and Saltanat Murzalinova-Yakovleva (Kazakhstan).

The goal of the school was to provide participants with a deep understanding of the principles and methods of inclusive education, as well as to help them develop the skills needed to successfully implement inclusive practices in the educational process.

AlmaU faculty members are committed to creating an inclusive and accessible learning environment for all students, including those with special needs. To achieve this goal, the University will adapt its curriculum, provide comprehensive support services, foster a welcoming campus culture, and collaborate with external organizations to advance inclusive education. By taking these steps, AlmaU aims to empower students with needs to reach their full potential and succeed academically and professionally.

<https://almau.edu.kz/vesenniyaya-shkola-almau-na-temu-inkluzivnoe-obrazovanie-ot-osnov-k-prodvinutym-metodam/>





# Open inclusive tabletop sports championship held at AlmaU



On February 10, 2024, Almaty Management University hosted a unique sports event, Open inclusive tabletop sports championship. The event was organized by AlmaU in collaboration with the Social Inclusive Programs Center, the Almaty City Federation of Tabletop Sports, and the BALALAROOM children's sports club.

The championship featured both amateur and professional athletes of all skill levels, with a special focus on inclusivity, offering access to participants with various special needs.

<https://almau.edu.kz/otkrytyj-inkluzivnyj-chempionat-po-nastolnym-sportivnym-igram-v-almau/>







# AlmaU opened its doors to the public with a new Sunday library

As part of AlmaU's 35th anniversary celebrations, the newly renovated AlmaU Open Library was opened on December 15, 2023. It has become a key venue for the growing "Silver University" project, which offers digital literacy courses for retirees. These courses cover topics like communicating with government agencies, using mobile banking apps, and navigating social media, in both Kazakh and Russian.

The library also hosts a variety of activities for the city and local communities, including book club meetings, film screenings, a chess club, business coaching sessions, Excel training, and events with local personalities. Visitors can enjoy films in Kazakh and Russian and participate in discussions over tea.

Ongoing activities at AlmaU Open Library include: AlmaU Open Library Film Club, AlmaU Book Club, AlmaU Chess Club, Excel Courses for all ages and skill levels, and Digital Literacy Courses.



<https://lib.almau.edu.kz/page/45>





# AlmaU “Green and Safe Streets” project: a model for sustainable urban development

The Green and Safe Streets project in Almaty was conducted by the Center for Urban Studies of AlmaU and represents a significant step towards addressing global challenges such as climate change and air pollution in the urban environments. By implementing local initiatives, the project demonstrates how small changes can have a substantial impact on both the local and global environment.

The Green and Safe Streets project aimed to create a more sustainable, resilient, and equitable city by expanding green spaces and improving infrastructure for pedestrians and cyclists. The initiative included three key components.



<https://www.undp.org/kazakhstan/press-releases/undp-presents-results-air-pollution-initiative-almaty>

<https://www.undp.org/kazakhstan/press-releases/undp-jointly-centre-urbanism-almaty-management-university-held-tactical-urbanism-activity-streets-almaty>







# AlmaU's "Green and Safe Streets" project: a model for sustainable urban development



The Social Impact Campaign raised awareness about environmental issues through educational workshops, public art, and volunteer programs. Tactical Urbanism involved temporary, low-cost interventions, such as pop-up parks, bike lanes, and pedestrian plazas, to improve public spaces.

Finally, Air Monitoring used real-time data to track air quality, identify problem areas, and inform policy decisions. Together, these strategies aimed to create a cleaner, healthier, and more livable city while promoting community engagement and setting an example for other cities worldwide.

The project was funded by the UNDP City Experiment Fund.







# Urban October: a month dedicated to sustainable urban development

Urban October, an international initiative launched by UN-Habitat, is an annual celebration of sustainable urban development. This global movement, observed each October since 2014, aims to foster awareness towards creating better cities.

The Center for Urban Studies at AlmaU is actively participating in Urban October by organizing a series of events, lectures, and debates to raise awareness about sustainable development in urban areas. These activities will focus on critical urban issues such as urbanization, sustainability, and environmental challenges. By promoting effective practices and solutions, the Center seeks to contribute to the creation of more resilient and equitable cities.



<https://almau.edu.kz/urban-october/>







# AlmaU hosts VI Annual Restaurant Rorum



AlmaU School of Hospitality and Tourism, in partnership with Qaynar Bulaq AlmaU, successfully hosted the sixth annual restaurant forum on November 27, 2023. The event provided a platform for industry experts, entrepreneurs, and aspiring restaurateurs to discuss the evolving food service landscape, share insights, and collaborate on solutions. A key focus was on sustainable food practices and consumption.

Speakers emphasized the importance of supporting local produce, with Yana Zekenova, editor-in-chief of MAG22, advocating for the use of locally sourced ingredients to promote sustainability and reduce environmental impact.



Additionally, the event addressed critical issues such as workforce development, supply chain optimization, and building a strong industry foundation. Speakers like Seitzhan Ospanov, founder of the RSSO restaurant school, highlighted the need for effective employee training to combat high turnover rates, while Azat Myrzagaliyev, founder of 3F.kz, introduced innovative solutions to streamline supply chains within the HORECA sector.

Discussions also emphasized SDG 2, focusing on improving food systems, workforce skills, and fostering career development in the hospitality industry. Overall, the event underscored the essential role of collaboration and innovation in driving a more sustainable and resilient food service sector.

<https://almau.edu.kz/restoraund-vyzovy-i-vozmozhnosti-na-rynke-pitaniya/>



# Understanding the challenges and controversies of ESG in contemporary investment

On September 29, 2023, the AlmaU School of Politics and Law hosted Paolo Sorbello, a journalist and researcher, for a guest lecture on "ESG, the Environment and Its Discontent," as part of the "Sustainable Economy" course. Sorbello, a PhD graduate from the University of Glasgow with expertise in Kazakhstan's oil sector, provided a critical look at Environmental, Social, and Governance (ESG) factors in investment practices.

Sorbello highlighted that ESG metrics now cover nearly 80% of global market capitalization, spanning 76 countries and over 630 indicators. These factors are essential for assessing risks and opportunities related to climate change, corporate governance, and diversity. However, the lecture's title hinted at a critique of the current ESG landscape.

Sorbello discussed the challenges of data standardization, reliability, and the risk of "greenwashing," where companies misrepresent their sustainability efforts. While ESG has become integral to investment strategies, Sorbello raised concerns about the inconsistencies in data and the potential for misleading claims. His lecture underscored the need for reform to ensure ESG metrics are more transparent and effective in guiding sustainable investment decisions.



<https://almau.edu.kz/gostevaya-lekciya-zhurnalista-i-issledovatelya-paolo-sorbello/>





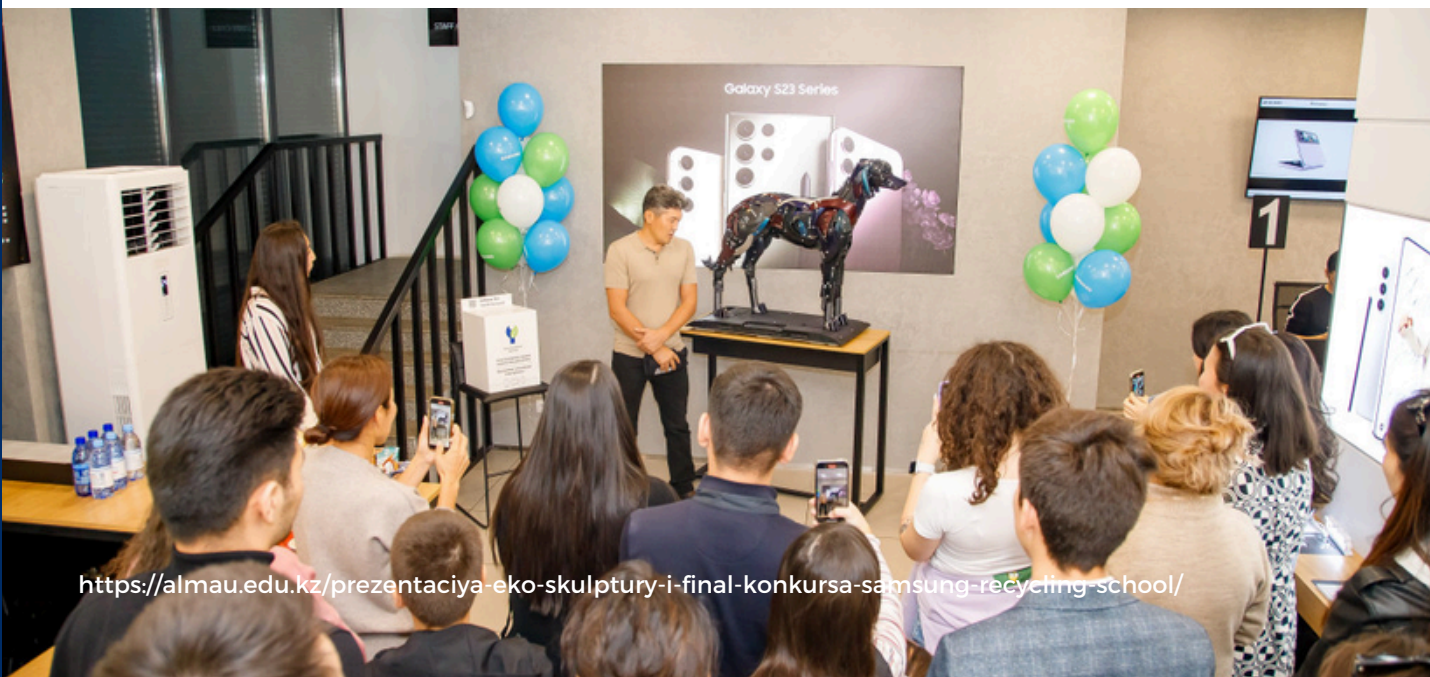
# AlmaU takes second place in Samsung recycling school competition



Almaty Management University (AlmaU) has made significant strides in environmental sustainability by actively participating in the Samsung Recycling School competition. The university's commitment to reducing electronic waste has earned it a well-deserved second-place finish.

As part of Samsung Electronics' Eco-Box program, AlmaU collected a substantial amount of electronic waste, including smartphones, tablets, and accessories. This initiative aligns with the university's broader sustainability goals and encourages a responsible approach to technology disposal.

The university's participation in the Samsung Recycling School competition highlights its dedication to environmental consciousness and its role in promoting sustainable practices among students and faculty.



<https://almau.edu.kz/prezentaciya-eko-skulptury-i-final-konkursa-samsung-recycling-school/>



# Project "3.2.1 Start" with Coca-Cola Icecek Kazakhstan

The "Coalition for the "green" economy and development of G-Global" is one of the leading "green" non-governmental organizations of Kazakhstan and a public provider of the Concept of Kazakhstan's transition to a "green economy," as well as the achievement of the Sustainable Development Goals.

With the support of Coca-Cola Icecek Kazakhstan, the Coalition launched the 9th season of the social project "3.2.1 Start" in April 2024. This project aimed to form a sustainable model for collecting and recycling plastic on university campuses in Kazakhstan, involving young people and promoting green principles and SDGs.

The project's primary objectives were to enhance environmental awareness among Kazakhstani students through education and participation in environmental events, as well as to develop legal skills in the field of ecology.



During the project's initial phase, Almaty Management University established and promoted sustainable plastic collection models on the campus. The project involved conducting information sessions on plastic collection and organizing clean-up days with the participation of AlmaU students.

A significant component of the project was a competition among participating universities. The most active universities received financial support to purchase equipment for plastic processing and further utilization.

<https://321start.kz/ru/>





# Youth Forum: a catalyst for sustainable innovation

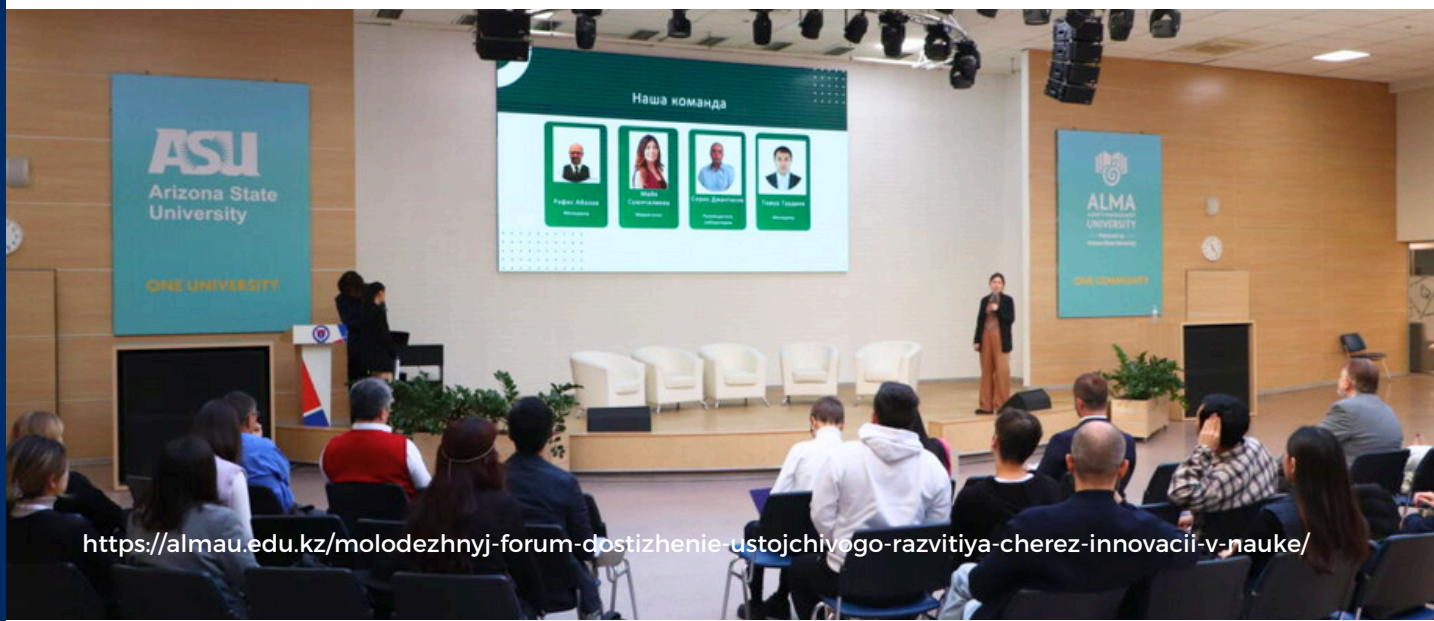


On November 16, 2023, AlmaU's Center for Sustainable Development and Technology Commercialization Center hosted a dynamic youth forum titled "Achieving Sustainable Development through Innovations in Science." This event brought together young scientists, entrepreneurs, and students to explore innovative solutions to pressing global challenges.



The forum was a resounding success, featuring a diverse range of engaging presentations and discussions. Young scientists captivated the audience with their innovative research projects, demonstrating the potential of the next generation to address pressing environmental challenges. Industry leaders provided valuable insights into implementing sustainable business practices, emphasizing the importance of integrating ESG principles into corporate strategies. The forum also highlighted the significance of international collaboration, with discussions focusing on joint projects between AlmaU and Lehigh University.

The forum aimed to inspire the next generation of leaders to drive sustainable development. AlmaU's commitment to the UN SDGs is evident through its support for initiatives that promote environmental sustainability, social justice, and economic prosperity.



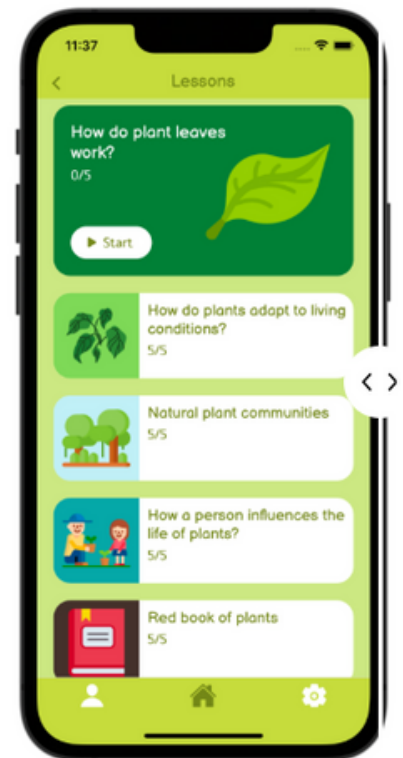
<https://almau.edu.kz/molodezhnyj-forum-dostizhenie-ustojchivogo-razvitiya-cherez-innovacii-v-nauke/>



# AlmaU and LehighU Project "Save Tuba"

The partnership between Lehigh University (USA) and AlmaU has yielded significant results, including students' collaborative research projects and academic exchange. Students from both universities have joined forces to tackle pressing global issues, such as climate change, through projects like "SaveTuba."

This initiative aims to educate Kazakh school children of Grade 2-5 about the dangers of climate change and the importance of sustainable practices like recycling and waste conservation. Additionally, faculty members from both universities have engaged in knowledge sharing and collaborative research, fostering innovation and advancing academic excellence. This partnership underscores the power of international collaboration in addressing global challenges and creating a sustainable future.







# Restoring the Aral Sea: AlmaU planting saxaul trees for the ecological recovery

The Aral Sea, once one of the world's largest inland lakes, has suffered catastrophic environmental damage due to water diversion for irrigation, leading to soil erosion, salt accumulation, and frequent dust storms. In response, Kazakhstan has initiated several restoration efforts, including a project led by Almaty Management University (AlmaU) to plant saxaul trees on the dried seabed.

Saxaul (*Haloxylon* species) is a hardy desert plant that thrives in harsh conditions. Its deep roots stabilize the soil, reduce erosion, and mitigate dust storms. The tree also absorbs salts and stores water, improving soil quality and supporting the local ecosystem. Given its ability to self-propagate, saxaul offers a sustainable long-term solution to the region's environmental challenges.







# Restoring the Aral Sea: AlmaU planting saxaul trees for the ecological recovery

The Syr Qorǵany-Sekseyil project is a crucial step in stabilizing the soil, reducing dust storms, and improving biodiversity in the region. Over time, the natural spread of saxaul will help sustain the area's recovery with minimal ongoing effort.

This initiative underscores AlmaU's commitment to environmental sustainability and demonstrates how universities can play a leading role in ecological restoration. The project serves as a powerful example of how collective action can help address environmental degradation and inspire broader efforts for ecological renewal.

In March 2024, AlmaU launched the Syr Qorǵany-Sekseyil eco-volunteer project, mobilizing over 80 volunteers from Kazakhstan, Uzbekistan, and beyond. Together, they planted more than 5,000 saxaul seedlings on the seabed. The project, supported by Kazakhstan's Ministry of Ecology, aimed to restore the region's ecological balance while engaging local communities. Volunteers also participated in cultural activities, including visits to the Korkyt-ata memorial complex and talks with environmental experts.



[https://forbes.kz/articles/kak\\_volonteriyi\\_sajali\\_saksaul\\_na\\_dne\\_aralskogo\\_morya](https://forbes.kz/articles/kak_volonteriyi_sajali_saksaul_na_dne_aralskogo_morya)

<https://almau.edu.kz/pervyj-volonterskij-ekoproekt-syr-qor-any-sekseyil/>



15 LIFE ON LAND



4 QUALITY EDUCATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



# AlmaU organizes the eco team building at Issyk Lake

Almaty Management University organized a successful eco team building at Issyk Lake, located in the Tien Shan mountains near Almaty, Kazakhstan. Known for its striking turquoise waters and historical significance, Issyk Lake is facing environmental challenges, including climate change, deforestation, and the impact of tourism.



Prior to the cleanup, AlmaU held a recyclable waste training session to educate the university community on proper waste disposal and recycling practices. This training aimed to raise awareness about the environmental impact of waste and equip participants with the knowledge to reduce their ecological footprint.

Through this initiative, AlmaU demonstrated its commitment to environmental sustainability and responsible tourism. The cleanup not only helped improve the local ecosystem but also fostered team bonding, promoted environmental consciousness, and contributed to the well-being of the local community.



<https://almau.edu.kz/eco-team-building-almau-obedinyaya-sily-dlya-zashchity-ekologii/>



# IV International Conference on public trust and social capital

The 4th International Conference on "Public Trust and Social Capital" held in Almaty on December 13, 2023, was a key platform for discussing ways to strengthen public trust and social capital. Organized by Almaty Management University and the National Academy of Sciences, the event brought together academics, government officials, civil society leaders, and international experts, with Professor Francis Fukuyama from Stanford University delivering a keynote address.

The conference addressed several key themes. Participants explored the foundations of public trust, examining the roles of institutions, leadership, and societal norms in shaping trust. Discussions on the impact of globalization and digitalization focused on challenges like misinformation, cybersecurity, and the erosion of traditional social bonds in an increasingly interconnected world.



The role of civil society was highlighted, with a focus on how these organizations contribute to building social capital and promoting civic engagement, while also facing challenges related to transparency, accountability, and inclusivity. The importance of education was emphasized as a tool for fostering critical thinking, civic participation, and trust-building by equipping individuals with the knowledge and skills needed to engage in society.







# IV International Conference on public trust and social capital



Ethical leadership was identified as key to restoring public trust, with a call for leaders to demonstrate integrity, transparency, and accountability. The role of government was also discussed, with an emphasis on how effective governance and responsiveness to citizens' concerns are vital for fostering trust and social cohesion.

Finally, the conference stressed the power of collaboration across sectors—government, civil society, and the private sector—and the need for international cooperation to address global challenges such as climate change, inequality, and migration.

In summary, the conference offered valuable insights into the complexities of public trust and social capital, with recommendations that can inform policies and strategies for promoting trust, cooperation, and sustainable development.

<https://almau.edu.kz/obshhestvennoe-doverie-i-socialnyj-kapital-unikalnaya-ploshhadka/>





# International conference on enhancing the legal mechanisms of combating corruption

Almaty Management University and Astana International University co-hosted an international conference on "Improving Legal Mechanisms to Combat Corruption" on February 29, 2024. The event brought together legal experts, government officials, and students to discuss strategies for addressing corruption.

The conference covered a range of critical topics, including global anti-corruption strategies, national laws, enforcement mechanisms, and the role of education in promoting ethical behavior. Case studies from successful initiatives provided insights into effective anti-corruption practices.



With diverse perspectives from academics, policymakers, and practitioners, the conference aimed to identify innovative solutions and strengthen international cooperation. It underscored the need for a multi-faceted approach, combining legal reforms, public awareness, and robust enforcement.

<https://almau.edu.kz/v-almau-obsudili-problemy-sovershenstvovaniya-pravovyh-mehanizmov-protivodejstviya-korrupcii/>





# A research on enhancing anti-corruption expertise in KZ legal system for national security

A research project titled “Independent anti-corruption expertise of normative legal acts for law enforcement and national security” runs from 2022 to 2024, led by Almaty Management University postdoctoral scholar Dr. Aizhan Aryn.

Supported by the Zhas Galym grant from Kazakhstan’s Ministry of Science and Higher Education, the study focuses on the recent restoration of anti-corruption expertise for normative legal acts by President K. Tokayev. Its goal is to strengthen anti-corruption efforts within Kazakhstan's legal system and enhance national security.



Dr. Aizhan Aryn  
Director of AlmaU Education  
Development Institute

The research aims to improve the expertise of those conducting anti-corruption assessments of legal acts. Using comparative legal research, it will analyze the types, legal requirements, and organizational frameworks of anti-corruption expertise in Kazakhstan and other member states of the Eurasian Economic Union, including Russia. It will also explore how anti-corruption expertise supports law enforcement and national security.

Key aspects include defining the necessary qualifications for expert training and developing methods for anti-corruption analysis. The research will assess current and future legal measures against corruption, with recommendations for improving anti-corruption examinations. The project’s expected outcomes include development of the concept of anti-corruption expertise and proposals for enhancing Kazakhstan’s legal and security frameworks.



<https://almau.edu.kz/en/science-2/?wkl=2>



# AlmaU held the 31st CEEMAN Annual Conference



From September 20th to 22nd, 2023, Almaty Management University hosted the 31st CEEMAN Conference. This prestigious event brought together over 120 experts from 24 countries to focus the critical topics of leadership and sustainable development.

The conference highlighted the pivotal role of sustainable development in the modern world. As noted by AlmaU President, Dr. Assylbek Kozhakhmetov, sustainability is essential for individuals, businesses, and nations alike. The event explored how universities can contribute to this global imperative by educating future leaders who are both skilled and socially responsible.

<https://almau.edu.kz/v-almau-sostoyalas-31-ya-konferenciya-ceeman-vse-pro-ustojchivoe-razvitie-i-liderstvo/>







# AlmaU held the 31st CEEMAN Annual Conference

Universities play a crucial role in fostering sustainable development by integrating it into their curricula, conducting research, and engaging with communities. Sustainable business practices are no longer optional but essential for long-term success. Companies must balance economic growth with social and environmental responsibility. By equipping students with the knowledge and skills to address global challenges, universities can empower the next generation to create a more sustainable future.

CEEMAN, an international organization dedicated to management education, has been instrumental in promoting excellence in business schools worldwide. The 31st conference further solidified CEEMAN's position as a leading force in shaping the future of management education.

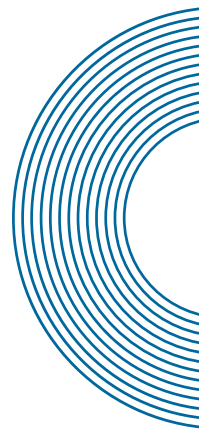
AlmaU's successful hosting of the 31st CEEMAN Conference underscores its commitment to sustainable development and its role as a catalyst for positive change. By bringing together leading experts and fostering dialogue, the university has made a significant contribution to the global conversation on sustainability.

<https://almau.edu.kz/v-almau-sostoyalas-31-ya-konferenciya-ceeman-vse-pro-ustojchivoe-razvitie-i-liderstvo/>





# AlmaU joins the University Alliance of the Silk Road



Almaty Management University has taken a significant step towards international collaboration by joining the University Alliance of the Silk Road (UASR). This prestigious alliance, initiated by Xi'an Jiaotong University (China) in 2015, aims to foster cooperation in higher education, student exchange, and joint research initiatives.



The annual UASR summit, held in Xi'an, brought together experts and scholars from around the world to discuss the future of higher education in the digital age. AlmaU's participation in this event underscores the university's commitment to internationalization and its role in shaping the future of education.

AlmaU Rector, Dr. Gulnar Kurenkeyeva, emphasized the university's alignment with the Silk Road's values of peace, friendship, and mutual understanding. She highlighted AlmaU's pioneering role in business education in Kazakhstan and its dedication to nurturing future leaders.

By joining the UASR, AlmaU strengthens its position as a leading educational institution in Central Asia. This strategic partnership will open up new opportunities for faculty and student exchange, joint research projects, and international collaborations.

<https://almau.edu.kz/almaty-management-university-prisoedinilsya-k-alyansu-universitetov-shelkovogo-puti-uasr/>





# Rectors' Club Central Asia+: transform higher education in the region

As the global landscape of higher education continued to evolve, the Central Asia+ region presented a unique opportunity to emerge as a leading educational hub. Recognizing this potential, Almaty Management University proudly launched the Central Asia+ Rector's Club in June 2023.

The initiative of the Rectors' Club aims to foster collaboration among university leaders and higher education experts from across the region, including Central Asian countries, Turkey, Armenia, Georgia, Azerbaijan, and Mongolia. By providing a platform for open dialogue and knowledge sharing, the Club seeks to facilitate the exchange of ideas, best practices, and innovative solutions among higher education leaders and experts.

The club aims to revolutionize higher education in the region by driving innovation and modernization. It seeks to foster collaboration among universities to enhance academic and research capabilities. By identifying and addressing common challenges faced by universities, Rectors' Club aims to improve the overall quality of education in the region. Additionally, Rectors' Club promotes student and faculty exchange programs to broaden horizons and cultural understanding.

<https://almau.edu.kz/klub-rektorov-centralnaya-aziya-obsudili-voprosy-liderstva-i-sotrudnichestva/>





# Rectors' Club Central Asia+: transform higher education in the region

"It is important not just to criticize but to propose solutions and implement them. When it comes to change, it should address not only form but also substance. If a new campus is being built, it should foster new relationships, new content, and a new atmosphere. For universities in the region, it is crucial to move from competition to cooperation. Copying educational systems, such as the Bologna system, should not be the sole focus. It is essential to seek our own path – perhaps Eurasian or Turkic. Universities should not only provide education but also contribute to the development of civil society."



Dr. Assylbek Kozhakhmetov  
AlmaU President and Founder

Since 2023, the Rectors' Club has organized four gatherings in Almaty (Kazakhstan), Tashkent (Uzbekistan), and Bishkek (Kyrgyzstan) uniting over 50 different universities. This is a truly unique initiative driven by AlmaU, providing tangible opportunities for universities in the Central Asia+ region to collaborate in creating a vibrant and dynamic educational landscape. The Central Asia+ Rectors' Club is committed to realizing this vision and making a significant contribution to the development of higher education in the region.



<https://almau.edu.kz/klub-rektorov-centralnaya-aziya-obsudili-voprosy-liderstva-i-sotrudnichestva/>





# AlmaU and ZUFE established joint “Silk Road School”



On June 21, 2024, AlmaU hosted a delegation from Zhejiang Province, Zhejiang University of Finance and Economics (ZUFE), and the Consulate General of the People's Republic of China in Almaty to mark the opening of the Silk Road School.

Dr. Assylbek Kozhametov, founder and president of AlmaU, expressed his hope that the school would become a center for innovation in digital commerce, international trade, fintech, and interdisciplinary research, preparing students for success in the global economy.

Chinese Consul General Ms. Jiang Wei highlighted the School's role in strengthening Sino-Kazakh ties and advancing educational cooperation along the Silk Road. “In 2013, President Xi Jinping introduced the 'Belt and Road' initiative in Kazakhstan. This year marks the 30th anniversary of China-Kazakhstan relations, which have made significant strides in areas like education”.

<https://almau.edu.kz/v-almau-otkrylas-shkola-shelkovogo-puti/>



# AlmaU and ZUFE established joint “Silk Road School”



During the visit, AlmaU Rector Dr. Gulnara Kurenkeyeva and ZUFE Executive Vice President Dr. Wei Jiang signed a memorandum and officially opened the Silk Road School at AlmaU - the first in Kazakhstan.



Qiu Chiwen, a senior official from Zhejiang Province, elaborated on the broader Silk Road Schools network: “Educational exchange is a cornerstone of the 'Belt and Road' initiative, fostering mutual understanding and developing talent. In 2016, Zhejiang proposed establishing 'Silk Road Schools' and today 30 universities across the world have launched 39 campuses across 33 countries”.







# AlmaU and NYFA join forces to develop film industry in Kazakhstan

Almaty Management University and the prestigious New York Film Academy (NYFA) have formed a strategic partnership to elevate the film industry in Kazakhstan and Central Asia. This collaboration, backed by the Presidential Initiatives Fund, aims to cultivate a new generation of talented filmmakers and foster the growth of the creative sector in Kazakhstan and Central Asia.

The partnership will enable AlmaU students to access world-class film education without leaving the country. They will have the opportunity to specialize in various areas of filmmaking, including directing, producing, and screenwriting.



The university's location inside the Kazakhfilm studio provides students with hands-on experience and access to state-of-the-art facilities.

By combining the academic rigor of AlmaU with the practical expertise of NYFA, this partnership promises to enhance film education in Kazakhstan. It will not only empower aspiring filmmakers but also contribute to the development of a thriving film industry in the region.



“For our country and our students, this agreement provides significant benefits, allowing our students to pursue their education without having to leave the country. Kazakh students can receive a high-quality international education with a technical and contemporary understanding of the Cinema Industry, encompassing fields such as filmmaking and acting”

Ms. Anara Sekeyeva  
Dean of AlmaU Media and Film School

# NYFA



**MEDIA AND FILM  
SCHOOL**



# AlmaU partners with UNDP to facilitate innovative partnerships in Central Asia

Almaty Management University has partnered with the United Nations Development Programme (UNDP) initiative to create the EU-funded SDG Space platform to facilitate collaboration between business companies and the academic sector to advance the Sustainable Development Goals (SDGs) achievement in Central Asia.

The project led by SDG experts Akmaral Altalieva, Larisa Melnik, and Ainar Nurgaliyev, approached 109 small, medium, and large business companies to determine their awareness and needs in SDGs. A two-tier comprehensive survey allowed to assess the sustainability awareness and engagement of businesses in Kazakhstan.

The findings highlighted that most companies are highly aware of sustainability principles, including Environmental, Social, and Governance (ESG) criteria and the SDGs, and are increasingly integrating these goals into their operations. Companies mainly focus on reducing the environmental impact and adopting energy-efficient technologies, and implementing waste management systems. Additionally, businesses expressed a strong interest in collaborating with academic institutions to address sustainability challenges, particularly in areas like energy efficiency, waste reduction, and social impact.



<https://www.undp.org/ru/kazakhstan/press-releases/platforma-cur-dlya-centralnoy-azii-finansiruemaya-evropeyskim-soyuzom-zaklyuchitelnoe-zasedanie-rukovodyaschego-komiteta>

<https://almau.edu.kz/universitet-almau-provel-uspeshnyj-pitch-day-sovmestno-s-oon/>



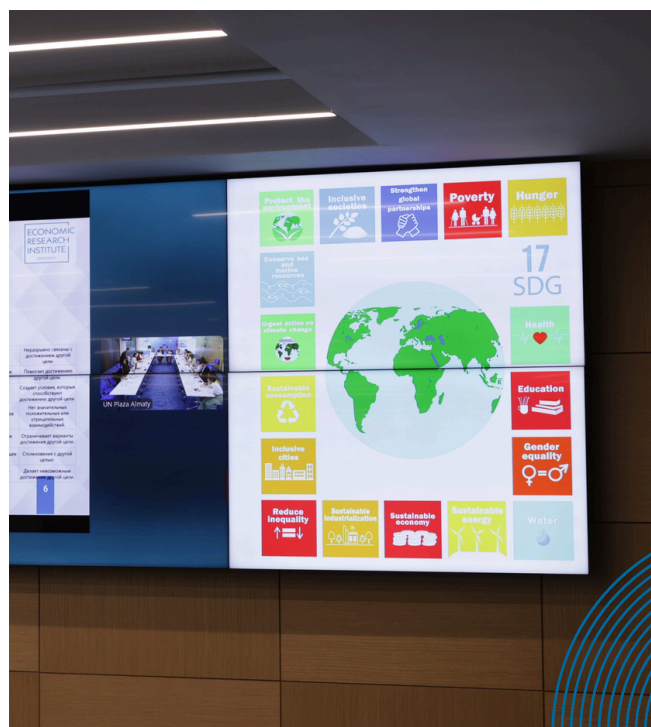


# AlmaU partners with UNDP to facilitate innovative partnerships in Central Asia



As part of this project, AlmaU organized an online Pitch Day in August 2024 to showcase university startup projects focused on the SDGs for those business companies who expressed interest in the further partnership. The Pitch Day served as an excellent platform for networking, idea exchange, and building connections between emerging entrepreneurs and potential business investors.

AlmaU will continue to foster cooperation with international organizations and support young talents in their efforts to contribute to the achievement of the SDGs.







**We would like to thank  
our colleagues and  
partners for continued  
support in our efforts to  
contribute to the SDGs.**



El "Almaty Management University"  
227 Rozybakiyev str, Almaty 050060, Kazakhstan



[info@almau.edu.kz](mailto:info@almau.edu.kz)  
[global@almau.edu.kz](mailto:global@almau.edu.kz)



+7 (727) 313 30 40  
[www.almau.edu.kz](http://www.almau.edu.kz)