

KIMEP TIMES

SINCE 1995

Dear 2017 KIMEP Graduates

Congratulations!!! You have just completed one of the most challenging phases of your life. Whichever degree you have just completed, the process has changed your life and the lives of those who stood beside you through this process. It was not just the information in the classes that stimulated your learning, but interaction with your professors, the projects you did, the relationships with other students you developed, and the critical thinking skills and self-discipline that has changed you, helped you mature, and set you on your path for the future.

My words of advice "The most important thing in your life is to live your life with integrity, be who you were meant to be and make a difference by each day touching someone else's life in a positive way."

I encourage you to stay in touch with your professors and your fellow students. Please participate in KIMEP alumni events! You will always be part of the KIMEP family.

Again Congratulations!

Tim Barnett, Ph.D.

Provost and General Deputy to the President



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KIMEP Academic Council is waiting for the proofs before making the decision regarding Teaching Assistants



words by
Sabina
Bekbenbetova

From time to time, there are rumors about Teaching Assistants (TAs) who accept bribes from their fellow students. They abuse the power mistakenly received by the lack of control from their supervisors' side. This is the reason why KIMEP Academic Council (KAC) raises the question about improper behavior of TAs. One of the recent discussions was held a couple of months ago. Nevertheless, despite the continuous discourse, the decision has not been taken yet.

Dr. David Landis, VP of Academic Affairs, shares the issue with KIMEP Times, which was recently discussed by KAC in relation to ongoing concerns about TAs. He points out that it's not the right time to decide whether to abolish TA position for undergraduates or not. He thinks that KAC will come back to this discussion in the Fall semester. Some

information still has to be gathered.

The core problem is that the current situation does not allow to establish factual truth, while most of the cases remain to be rumors. "When you ask students to write an official complaint letter, the majority refuses to do so." - comments Zhanat Syzdykov, Assistant professor in Accounting. And this precludes administration from taking proper actions like the abolition of the entire TA position, for example.

But does this problem require such a drastic solution? Probably, not. As Dr Landis mentions: "Not all TAs are acting in this way, the vast majority do their job properly. It is just a small few. But the actions of those small few raise questions." He believes that there are enough undergraduates who can serve as TAs but they and their supervisors should follow all the DOs and DON'Ts from the job description that all the parties signed. In this context he sees the role of administration in giving instructions to TAs and, in what is sometimes neglected - reminding faculty members about what is in the responsibilities of their assistants, and what is not. Then, the legitimate question would be why we did

not have that so far, or, it just didn't work?

The counterpoint is that faculty members contributed to the problem, Zhanat Syzdykov shares his point of view: "I think that faculty members should thoroughly control what their TAs are doing, and provide less access to the exams, even not asking assistants to make copies."

It seems like some faculty members lost confidence in their TAs, and should prevent situations where their assistants could abuse power. But should it be so? "Integrity is doing the right thing, even when no one is watching." Hence, it is essential to pay more attention at the recruitment process, or even to change it. As Zhanat Syzdykov tells us, he advises his colleagues not to accept any person who just approaches their office and asks "Aren't you searching for an assistant?". He believes that this job is serious, and the recruitment process should be held seriously as well. It would be better, if the administration searched for a number of candidates, interviewed them, and after that offered faculty members to choose from an approved list. However, the problem should be

solved from the opposite direction as well. Zhanat Syzdykov offers "to motivate our undergraduate TAs", i.e. to raise the salary. He thinks that current salary of TAs is not adequate."

But the issue of ethics doesn't end at TAs behavior. Another problem that Zhanat Syzdykov points out is tutorship: "I don't mind when our students earn money. Actually we teach them business, so they should be entrepreneurs. But they should do it ethically!"

The ethical issues surrounding chargeable tutorials is inevitable if being a Teaching Assistant, a person conducts "additional" tutorials on the same subject, and presents to students his access to information as an advantage to attend these tutorials. Actually, TA is paid for explaining this course during his office hours. "So, tutoring itself is one thing but conducting tutorials for the same course you are an assistant at, is a violation." think Zhanat Syzdykov

As Zhanat Syzdykov remarks: "What if a professor who is paid for teaching students in the class, then will decide to conduct extra classes for money. Indeed, in 1998 we had such a case, and the professor was fired."

We all, the KIMEP community, cannot allow ourselves to ignore this situation, for the absence of vigilance and tolerance towards the misdemeanor of fellow peers is the primary source of corruption in society. As Dr. Landis says: "The reputation of university will suffer. As we, students and faculty, want KIMEP to be a different place where we are committed to excellence and education to change society. One of the way to change society is to act against corruption. It's kind of a philosophical point."

DO

Conducting tutorial and group discussions about topics organized by instructor

Attending main lecture sessions with instructors

Taking part in examination proctoring with the instructor

Maintain confidentiality of student information

DON'T

No performance of duties unrelated to the course

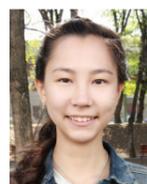
No grading/markings of assignments or exams

No entering of student grades any database, instructor roster or other means

No substitute teaching for instructors absence

No service as personal assistants, escorts, guides or translator/interpreters

Library price increase: Is It Worth It?



words by
Aidana Dosseke
illustration by
Malika Qosimova

Has it ever occurred to you that overall 47,918 books were given in a period of Fall 2016 semester? And only 1,485 out of all were given for the whole semester? Students do use library, the enormous amount of books given clearly proves it. However books aren't popular for a long run, which makes students doubt if price increase is justified.

For the new upcoming academic year new prices were announced, which were expected yet still surprising. Prices tend to increase, it is a normal order of things. Each year the tuition fee gets higher and higher due to economical changes, new faculty members and buildings reconstruction. When starting a course, students often need library resources to research information, some professors even require to rent books in the library. Considering the annual tuition fee, which is over 1.5 million tenge on the average, shouldn't it cover the library expenses too? After all, it is a part of academic process. But the most important - is it worth it at all? Do required textbooks contain enough information to broadly and deeply cover the subject, not only pass the midterm exam? Does our library have the sources apart from academic requirement like the advanced journal issues and fiction?

In Fall 2017 the prices are to be increased. The library textbook security deposit is changed from KZT 26,080 to KZT 30,000 per year. The concern students have is: does the increased price of the security deposit equal the viability of library use?

There were several students with major in IR and Finance, who admitted they are not really reading books that are required, some said they read and take them home just for the mid. There are very few of those, who use the "opportunity" to read apart from requirements, the fiction, the free literature. Dr. Dina Sharipova commented, "Students have to read, it is the source of knowledge, it is only for good, for widening horizons, it is by default. The students have to be happy for the opportunity to have a big library that offers books full of information, while students in US buy all of the textbooks themselves." Dina also admitted that she forgot about deposit policy, while she strictly required to read and rent textbook

formation on cost of library books includes current retail price, plus taxes, plus shipping, plus import duties.

Everything has its price, the description above shows the money paid for a real deal. However, the rational explanation mutes the main point of concern, which is not only the "give me the bill, I want to know what I pay for" factor, but also the viability of the books, exactly the information provided. After all, the book could be very expensive but contain non-worthy information inside.

There are cases, when the fixed amount of textbooks is taken, and a librarian has to call the book off. The possible situation is coded in the list of rules of library and provides



from our library: "I've known but I forgot about such policy. I also didn't know about price increase." Probably, there are professors, who are unaware of the policy too, then how dare they require to rent textbooks, it doesn't even guarantee any satisfactory grade?

The motivation administrative office keeps giving is that prices tend to increase by +10%. The Chief Librarian admits that high price is connected to the import duties of already pricey textbooks. Even on the official KIMEP web-site the in-

formation on cost of library books includes current retail price, plus taxes, plus shipping, plus import duties. Everything has its price, the description above shows the money paid for a real deal. However, the rational explanation mutes the main point of concern, which is not only the "give me the bill, I want to know what I pay for" factor, but also the viability of the books, exactly the information provided. After all, the book could be very expensive but contain non-worthy information inside.

Another important issue, which bothers our students is the electronic resources of our library. Today there are 23 portals with more than a hundred thousand materials for students to use. There is an access of some world's best database portal. But EB-

SCOhost is the only one which has non-campus distanced accessibility. Gerald Pech, the Chair of the Economics department, claims that "we are a bit short of the kind of literature and databases which one would need for research." KIMEP does not control expansions of databases, our research ability is directly dependent on portals' will. Although, the Chief Librarian admits that the electronic resources need improvement, money is the issue. Maybe, that is another reason for the price increase. Students complain about expenses, but what if it is the only way to improve our library resources?

For example, Nazarbayev University library expense is included in tuition fee, students are allowed to take up to 5 books per semester and the electronic resources are being constantly expanded. But the tuition fee starts from \$18,500 for foundation programme only, which is three times higher than KIMEP annual tuition fee for bachelor. There is nothing wrong with requesting high quality of resource viability, but in the end of the day, we need to honestly estimate our opportunities of our university.

Every self-respecting library collects advanced magazine and paper issues, which become most valuable items in library. Our library doesn't collect such respected journals as international law journals or The Economist, because the financial limits do not allow to act self-respectfully. Moreover, there is no space to keep them in our huge three-floor library apart from textbooks and non-academic literature. But the Kazakh journals are actively collected, which the library works on. There might be no electronic version, but it is possible to see if a certain issue is available for use.

Not many students know that there is an open community in Facebook dedicated to interacting with students. The Chief Librarian agrees that the content is not as interest-

ing as it could be, but middle-aged workers are willing to welcome and attract more students to the library. Also, whenever a student is having hard time understanding the system of library use, he or she is welcome to librarians' office on the first floor, right next to the computer lab, to ask any questions regarding it, and will be kindly personally guided through the instructions of both electronic and hard resources. Personal training is an efficient manual for using the library and is very viable for freshmen and students, who are new to the library.

The last but not least question that is interesting to investigate: is the textbook purchase an exclusive deal only several professors decide on? It turned out that our library sends a request to every professor twice a year and they all have an opportunity to update the books, by which we study. The process of deciding, which textbook provides the best programme includes looking up to the foreign universities and their experience in a certain course. It is also about heeding the advice of publishing houses, which also keep up with the updates and new editions of the textbooks, in most cases classical content is favoured. The only case, when unupdated textbooks are used for a course is when the teaching professor is changing and a new one is provided with what is available in our library. That is how it worked with Ethics taught by Dr. Dina Sharipova. "I'm about to request an update for the very textbook," she explains.

Having all the sides of the library price increase addressed, it is to conclude that our library is fulfilling its functions and purposes. But to be fully committed to its potential the investments are needed. After investigating the issue there is no doubt that our library is working as intensively and committed as the resources allow. If financing increases, then the library will be more contemporary, inclusive and socially interactive.

Exclusive offer to secure stability: New amendments taking democracy farther away

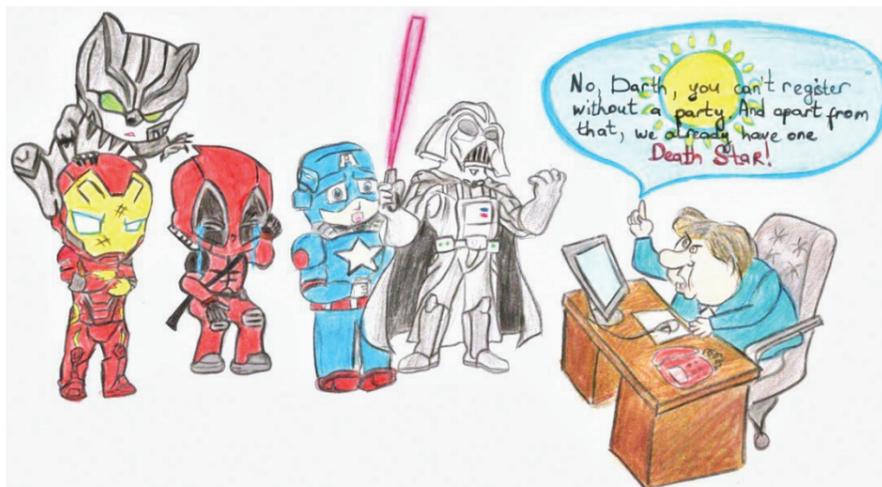


words by
Olga Loginova
illustration by
Malika Qosimova

For the poet and three-times-candidate Salim Oten, whose party “Kazakh national party of true sons of the fatherland” was not allowed to register, another try in elections will be even more complicated now. And so it will be for other independent self-nominated candidates.

On May 24th, Kazakhstani mazhilis deputies approved the bill that would restrict self-nomination of candidates running in presidential elections. While there is no doubt that the bill will be approved by Senate and signed by Nursultan Nazarbayev, experts’ opinions on the reasons and democratic legitimacy of such changes split: some say, it is completely reasonable in our current conditions, while the others believe it is an impairment of elective rights.

Before, the only legally specified requirements included being a Kazakhstani citizen by birth, being 40 years of age or older, having a higher education, fluency in Kazakh language and having resided on the territory of the Republic for at least



15 years (and not having outstanding convictions, too).

The bill introducing amendments to article 55 of Law on Elections would specify that now only the candidates nominated by political parties or public associations are eligible to compete for presidency. The new requirements for prospective candidates also include at least five years’ experience of holding elective positions and passing a medical check.

“In the times of transition, ensuring that maximum requirements are set for the next president is vital,” says Madi Kenzhaliyev, lecturer at KIMEP University’s School of Law.

Arman Shaikenov, another law

lecturer at KIMEP University, disagrees: “Such requirements diminish the electoral rights of the citizens, which as well include a passive right to be elected. This right is secured in the Constitution.”

Madi Kenzhaliyev argues: “It is important that the new president sees the overall direction of development that was established by the previous authority and continues to advance it, instead of ruining everything that was created before he came to power. The majority in the country must support the candidate, otherwise there will be social upheavals.”

The other concern is the overall adequacy of the nominated candidates.

last early elections in 2015.

“Neither social security, nor security of the current political regime could be shaken by self-nominated candidates,” says political scientist Adil Nurmakov. “In our country, the entire election process is controlled [by the dominant party] – from nomination to counting the votes,” he says. “No wonder our elections have never been approved by international observers.”

The reason behind the abolishment of self-nomination, as Nurmakov puts it, is to consolidate the power in the hands of the current regime, which is an unnecessary measure, since “the entire field of political activity was burned by the authorities

– there are simply no candidates who could threaten it.” But since political discussions still arise at the time of elections, such law is an instrument to ensure security during election process.

As Madi Kenzhaliyev explains, elective positions are inaccessible for independent candidates, since the president appoints a certain percent of the deputies of Senate directly, and also appoints the deputies of Mazhilis — through the Assembly of Peoples of Kazakhstan.

Therefore, in our system, the admission to hold administrative positions at all levels of power is extremely exclusive.

A similar situation is happening at KIMEP. This month, KSA has rejected a proposal made by the Election Committee to abolish one-year experience of holding elective posts for KSA president. The proposal aimed to make KSA more inclusive, so that an opportunity to become president could be provided to a wider range of candidates. However, for now our university faces the same bureaucratic issues as the whole country — only on a micro-level.

“Three... well, maximum five generations later, our country will become developed and democratic,” Shaikenov smiles.

The system smiles back.

* *Amantay Kazhy - civil activist always dressed in white national clothes. Leader of Atan, Kazakhstan! movement that was originally against nuclear weapons. Right now, Amantay Kazhy is known for picketing, placing radical posters and declaring slogans on the streets of Almaty.*

Quality Corporate Culture as a Mean to Success



words by
Malika Shakarim

The core of success deeply lies within the internal corporate environment from which goals are built, carried out and attained. Organizations are made up of small particles - employees that define quality and efficiency of accomplished goals. This article introduces the concepts of vision and mission in relation to the establishment of quality corporate culture that leads to success and maintenance of excellency.

Thorough and well-conducted ideas are contagious, and serve as a stepping stone for administering on chosen goals, often called company’s mission - a set of organizational plans and goals that define a company’s purpose. A company’s philosophy is vision that outlines the main principles which assist managers in encouraging and maintaining a quality corporate culture. The relationship between vision and mission can be viewed as a type of a dance, whereby two partners wouldn’t be able to dance, if one dances tango and the other waltz. In order for partners to deliver on their mission successfully and effectively, both should have a common and generally respected vision - the type of a dance.

When building corporate culture, companies establish vision and mission statements under different principles that assist employees in managing and accomplishing goals. MARS and the Ritz-Carlton are among the most successful organizations that have strong statements. Once established in 1947 by Frank Mars, the famous “The Five Principles” serve as the core of

MARS’s vision and the foundation for mission. The Human Resource Business Partner at MARS, Central Eurasia and Belarus, Olessya

The Ritz-Carlton

Vision: To keep the high level of service for our guests.

Mission: To deliver Exceptional Customer Service, to be number one, and to keep the leading position among luxury lodging.

Berdibekova, stresses the importance of “The Five Principles” when it comes to working together

task completion and problem-solving. Associates have one common mentality nurtured by the vision which can be the mutual “language” of cooperation and critical thinking. Furthermore, the Marketing Communication Manager at the Ritz-Carlton Hotel Company L.L.C, Ayuna Koukshinova, highlights that the signature structure of the corporate culture: “our Corporate Culture consists of Credo, Values, Gold Standards (principle of service), which connect with our philosophy and influence the thoughts and actions of people in organization”. The Gold Standards outline the principles of service and serve as the foundation of corporate culture. The mission of the Ritz-Carlton is assisted by the Credo Card and is considered to be “the core element of the hotel’s organizational culture”.

Companies with vertical delegation of power and responsibilities should emphasize the importance of respect in corporate culture. In business, formal communication is valued only as a matter of subordinate coordination in a chain of command, but tends to create an obstacle in further working culture. MARS and the Ritz-Carlton set trust and integrity between employees by respecting each other, therefore verifying mutual functionality, the success of task delegation and the completion of the company’s mission. Olessya Berdibekova points out that employees are addressed as “associates” to create a culture for partnership and promotion of cooperation. Similarly, at Ritz-Carlton, employees worldwide are addressed as “Ladies and Gentlemen” to demonstrate respect and sincerity at every level of work as a mean of

signature culture. Ayuna Koukshinova stresses that for the Ritz-Carlton “Ladies and Gentlemen” are the “the Art and Soul of Hospitality”. Such approach deducts meaningless usage of authority titles and creates environment of equity between different positions.

In maintaining a company’s vision and mission worldwide, consistency is the most important factor. Ethnic and workforce diversity is encouraged in order to enlarge organizational, corporate, and political perspectives on understanding the needs of clients. Throughout different regions, psychological and cultural mentality varies creating unique personal perspectives. As employees enter a company, attitudes must include a potential for flexibility and adjustment. The Ritz-Carlton, having over 40,000 employees worldwide, provides applicants with an opportunity to accept and adjust their views to the company’s philosophy. The organization’s vision statement remains the same and doesn’t fluctuate across regions, since if the philosophy loses consistency the company might disrupt the chain between provided signature services and clients.

The understanding of a company’s philosophy and signature traits are introduced and nurtured during trainings and meetings with colleagues. The training programs are the round way long-term investments into the excellency of the company’s services and financial benefits. Famous training programs at the Ritz-Carlton Leadership Center are schools which instruct “Ladies and Gentlemen” on the necessary technological and cognitive abilities to provide quality service and pleasantly memorable experience to guests. Similarly to universities’ orientation programs, freshmen are introduced to the academic culture, responsibilities, and further potential fields of interest in the

Three traits nurtured by the corporate culture in the Ritz-Carlton:

Values (CREDO) – identify what an organization considers to be most important with respect to its operations, employees and customers.

Beliefs (MOTTO) – are assumptions individuals hold about themselves, their customers and organizations.

Norms (THREE STEPS OF SERVICE) – are behavior practices, how employees dress and interact.

“The Five Principles” of MARS

Quality
Responsibility
Mutuality
Efficiency
Freedom

realm of academic development. If programs are skipped or undervalued, students will find hard time adjusting. The programs are the “getting acquainted” processes during which both organizations and potential employees have opportunities to glimpse at the perspectives of working together.

At the higher levels of management, companies’ directions and work delegation should be clearly and feasibly set as well as to the openness for change and revision. It is important to be “proactive rather than reactive” when it comes to planning, managing and controlling the accomplishment of objectives and goals. Feasible and clear mission statements reduce isolations from external environment that prone to affect organizations’ financial and corporate circumstances. KIMEP University is a great example of a system that has a philosophy but lacks corrective actions. Throughout the years of function the university thrived due to successful implementation of vision and mission in setting objectives and execution of the academic strategies and objectives. Kazakhstan has experienced economic, political and psychological changes that affect current circumstances in the republic. Therefore, the objectives and strategies that once were successful aren’t longer convenient, and it’s important to take corrective actions and revise the strategies and objectives.

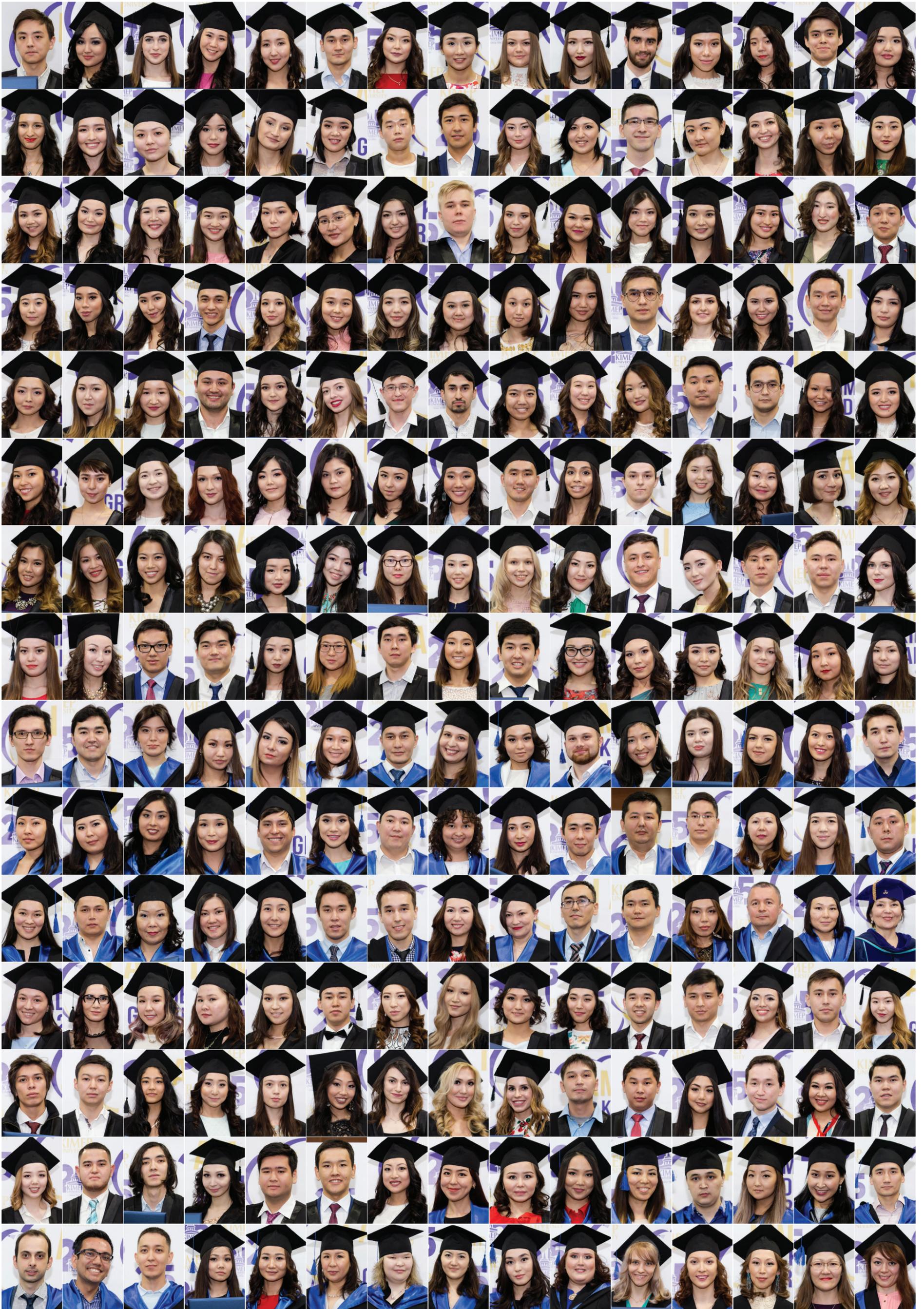
A representative from Zappos.com once said “To make customers happy, we have to make sure our employees are happy first” meaning that the smallest particles are the major bodies and hold the major significance. Successful international organizations treat their core values with a miraculous importance, and never breathe a pause of their maintenance. The establishment of vision and mission statements, setting a specific language of communication, the maintenance of regional consistency, training for employees, and taking necessary actions for revision are the keys to enhancing a quality corporate culture and fostering success.

Vision and Mission of KIMEP University from Chan Young Bang, Ph.D. statement:

“KIMEP University will work with your company to develop and enhance your corporate social agenda through engagement in educational advancement. Together, we can foster sound business practices, improve peoples’ lives and strengthen local communities.”



CONGRATULATIONS TO GRADUATES OF 2017!



Uzbekistan - On and Off the Menu

words by
Khalid Abdulqaadir
photography provided by
Khalid Abdulqaadir



The idea of traveling to Uzbekistan from an American's perspective may sound a lot like an adventure only seen in movies. Truth be told however, it's exactly like an adventure movie, but in real life. Before venturing to Uzbekistan, very little was known. There were concerns of how it would be to interact with the locals, or are there any unforeseen dangers etc. Happily though, traveling with a cadre of 15 finely tuned, fearless, energetic, and intelligent international youths, meant that the primary concern was how good the food was going to be. Everyone loves food, and the rumors of Uzbek food spread rapidly leading up to the journey. As soon would be learned however, the trick to Uzbekistan's great dishes, was catching them while they were "On the Menu."

Entering Uzbekistan via an airport may have its allure and opportunities for the clashing of cultural worlds, but crossing the Uzbek border on foot is a unique experience everyone should try. After a long but delightful train ride from Almaty, Kazakhstan, to Shymkent, a chartered bus finished the trek to the Uzbek border. Exiting the bus into the cool night air gave a sense of the formal starting point to the great journey, as the hustle, bustle, and chatter picked up when the border gate approached.



People stood about in clumps scattered along the main walkway to the border entrance. "Taxi, Taxi", people shouted, and "Speak English", was presumably a question presented, but could have been interpreted as a statement. When forward progress stopped, and one became part of the formal que, the fun began.

The first obvious phenomenon noticeable was that the concept of standing in line is one not fully comprehended. It would seem that standing in lines is appropriate, until each individual person creates his or her own personal rationale of why one should skip the line and make one's way to the front. Though this situation had been observed in other areas in Central Asia, apparently

entering Uzbekistan is as popular as is entering "Chukotka" in Almaty. After 30 to 40 minutes of navigating the personal choice line, the first authoritative face appears where documents must be presented. A valuable lesson can be learned from this part of the journey, as not possessing proper documents could land one with an entire day of detours until proper documents could be in hand. But don't give up if detoured, continue forward, and the trip will be well worth it.

Once across the border, finally in Uzbekistan, the friendliness of the locals was palpable. Some literally slang their arms around shoulders eager to take photos with foreigners. Traveling with 15 foreign students

may have been like walking around with a large colorful fruit basket, and it would seem that locals were most interested in taking photos with fruits of the brown type, kiwis perhaps. In either case, the mood was welcoming. In general, Uzbek people presented themselves with smiles, laughter, and interest. The occasional abrasive moments were present as well, but compared to those of complete positivity, they're not worth mentioning.

As what came to be known, Uzbekistan has a long and illustrious history of powerful rulers, architectural marvels, artistic masterpieces, and a unique economic structure. From being the cradle of the Islamic world in the region, to being the pivot points and resting places to some of the greatest ruler minds the world has ever seen, it's needless to say that the cultural and industrial aspects present are amazing saying the least. They have gone on to maintain one of the oldest and most beautiful subway systems in Central Asia, rebuild historical sites, and attract the foreign investment and manufacturing interest of the United States. As a matter of fact, American car manufacturing giant General Motors (GM), has erected an assembly plant in Uzbekistan, making most any car on the road, a GM built Chevrolet.

In regards to the delicious Uzbek cuisine, one of the most interesting

phenomenon experienced had to do with ordering food at local restaurants, hence the aforementioned reference to catching something on the menu. Multiple scenarios literally shadowed a script that went as follows, "What will you have" "I'll have the plov (a traditional rice based dish)", "How many plov", "15 plov", "Okay".....(some minutes later), "We checked and we don't have plov", "Do you have anything else we ordered", "No we don't, so order everything anew." This may seem like a derogatory comment but rest assure that the anticipation and suspense is well worth the meal on the other end because the food "On the Menu", was always nothing short of remarkably outstanding. The "Off the menu" metaphoric code has also been constantly there presenting itself in a way that much of the foods on menus were not actively being cooked in restaurants.

It is highly recommended that others visit this great country and sample its many treasures. In conclusion, there is a metaphoric discussion to be had, code named "Off the menu." Uzbekistan may not be included on the list of most traveler's "to visit" locations, but nevertheless, the impact is felt, and if travelers ever inquire about possible locations on the menu to visit, those who've ventured to Uzbekistan will surely proclaim, "You should try this."

Book Review: Remember Everything: Break The Borders of Your Mind

words by
Dilda Kaishenova



Looking at today's preferences of youth it becomes clear that people appreciate more characters with extraordinary intellect and phenomenal memory regardless of the fact that they are fictional. Mike Ross from "Suits", Sherlock Holmes, or Dr. House. This can be explained by our exposure to marvel at human capacities, which are presented in these TV Series, and to dream of them. However, their results of memory abilities can be achieved due to enduring practice.

The man who memorised 22 528 digits of the π number, and he is also inscribed in the Russian Book of Records, Arthur Dumchev, offers you 12 interconnected memory techniques, which can help you to memorize different kinds of information, and to understand several interesting intellectual paradoxes and tricks in his book "Remember everything".

The Rule of Setting. It requires to set the goal before the beginning of work. If you have to memorize something for tomorrow, just imagine that you have to memorize it for a week. This approach is efficient because you deceive your brain in a such way that it can relax and save all the information without any stress from sequent memorization.

The Rule of Impression. Try to

remember anything using your emotions. The more colourful the impression of event, action, or text, the more probability to save it in your memory.

The Rule of Interest. This rule recommends you to search benefits of memorizing certain things. The information will disappear without your interest in it.

The Rule of Comprehension. Try to understand the information you want to memorize. As Mike Ross said: "Once I understand it, I never forget it". Understanding its logic sense or the process gives you the advantage of memorizing without any efforts.

The Rule of Retroactive Break. You should do breaks, if you get tired. The sequent memorization will be an obstacle in the way of previous one. This happens when materials are very similar. Especially, if we take ethics, as an example. If you start to learn Kant's theory as soon as you have finished with Aristotle's theory, there is a risk to mix all details and consequently misinterpret them in the exam. Therefore, it will be better if you rest after learning voluminous information.

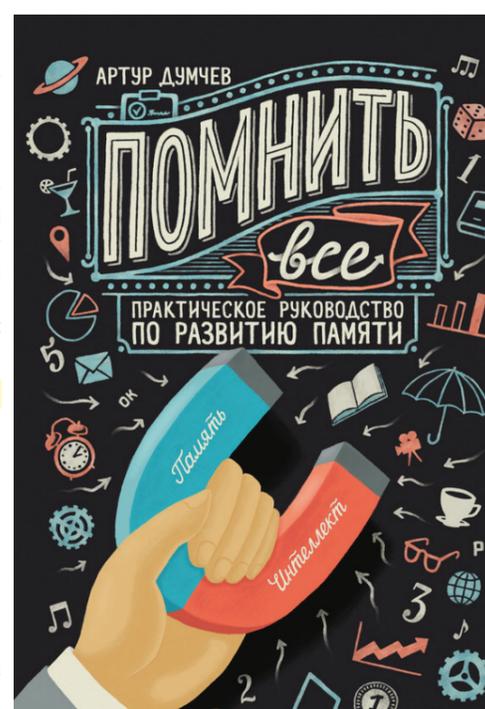
The Rule of Proactive Break. You should alternate your actions. In comparison with the previous rule, in this case learned information

would not allow one to memorize new information. Alternate your acts, make anything else during your break time in order to let information settle tightly in your mind. This approach will help you to connect your actions with received information and to concentrate on the sequent memorization.

The Rule of Actions. Try to use this information in practice. Make some actions with the material you want to memorize. For example, you can retell the information to a friend, in order to share knowledge, or you can find ways how to apply it in several life situations.

The Rule of Prior Knowledge. Before you start learning the material try to remember everything you already know about it. In this way, new knowledge will have a fundament.

The Rule of Repetition. The more you repeat, the more you remember. Additionally, the repetition must be conscious. Recall everything you have listened to at lectures,



something you have read or watched after several periods of time. Devote at least 20 minutes a day to repetition, and then you will achieve results.

The Rule of Simultaneous Impressions. Everything affects on your memorization. The place, where you learn, the atmosphere, the smell... This can help you to recollect the information. If you cannot remember something, just try to re-

call the maximum of simultaneous impressions.

The Rule of Border. We easily memorize the beginning and the end of learned information. Think about any book or film, and you will see that the beginning and the end are the most memorable. Therefore, it is to memorize the information little by little, but frequently. Everyday 1 hour exercise throughout a week is more preferable than a 7 hours weekly one.

The Rule of Incompletion. Unfinished phrases or acts are more memorable, because our imagination tries to complete it in its own way. For example, when a professor makes a pause in his own explanation, giving you an opportunity to fill that in, your brain automatically and directly focuses on that question, choosing the options of answers, and saves the final right one. Using this approach, you should constantly try to complete professors' sentences, phrases and so on. This approach will also help you to understand people as you mind meld with them.

If you want to get the deep knowledge about those techniques, to dive into the world of practical pieces of advice and find out any details, you can devote your time to reading this book and enjoy it. Never forget to expand your mental capacities and to destroy the limits of your abilities!

6 Types of KIMEPIans: Those You Meet Everyday

words by
Aizada Adilova
illustrations by
Altynay Murzagulova



University is a place where you can find various types of student personalities. There are some to which you can easily relate to even if you or your friend doesn't want to admit it to yourselves.

Chikulyas.

These are the Instagram obsessed selfie-girls. These girls are in the mindset of being models and take the campus as their catwalk, education is just a bonus for them. Even during final exams these girls can be spotted wearing high heels and tons of make-up.

From observing their Instagram photos, it seems like the gym's mirror is their preferred hotspot, and without taking a photo they can not leave the place.

Party animals.

The party animal is a type of student, who loves to party on a daily basis. This personality type hunts for reasons to party as an animal hunts for food for survival and the university is their hunting grounds. Even



for trivial things as purchasing the new garment or getting kicked out of a course for bad attendance, they will use as it an excuse to go to bars or clubs and enjoy the night.

On the plus side, some of them can make your student life more colorful and eventful, but make sure you don't get absorbed into their lifestyle too much.

(You can find them at daytime at Cafe "Ned-elka", "Mandy's", "Cafe Central"; and at night at "Chukotka bar", "Skybar" and "Union".)

Class clowns.

I am sure you have at least one student in each course who always tries to make everyone laugh. They seem to have obtained a rare balance between studying and fooling around. The clowns will lift the dark cloud of seriousness and boredom in the classroom and get people's attention back on track. Most of them are loved by both, students and professors alike. P.S. When you're in class, turn your head and check the back rows. Probably one of the guys sitting there is a class clown.



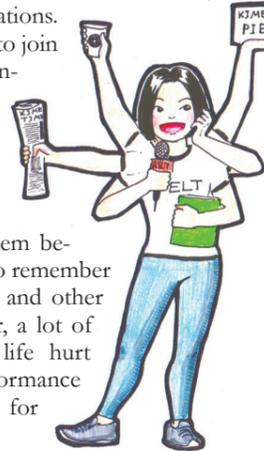
Busy bees.

Usually these are the junior and senior students who are doing part-time jobs and taking internships already. It's unlikely that they would greet or even notice you, as they seem to be always busy and rushing to get somewhere. Despite that, they are very well-organized, write down everything important in their notes, and are adept at managing their time.

All-rounders.

All-rounders are the socially active students, who actively engage in all KIMEP events, activities and organizations. The All-rounders try to join as many student organizations as possible, they are so much friendly and very open to meeting new people.

Their friends like them because of their ability to remember a lot of faces, names and other information. However, a lot of activities in student life hurt their academic performance as they have less time for studying.



Machines.

The machines, or as other call them "nerds", are students, who come to university only for studying. They complete their homeworks and assignments on time and never miss deadlines. Moreover, these machines are always prepared for new chapters and lectures pre-hand, they can also be spotted correcting some professors. "Nerds" often attend office hours, even if they understand the course material, and some of them even become TAs at the courses that require them to work in "math labs".

Have you thought of yourself while you were reading this? If not then either you are still looking for your habitat to fit in, or you are on the way of creating your own unique type.

In conclusion, humans tend to quickly divide and judge others by their interests or social interactions then group them into pre-existing stereotypes, which is not necessarily a bad thing since they help to make these groups distinguishable. However, we should always try to look beyond their outer layer and examine people for who they really are inside.

"Don't judge a book by its cover, you might miss out on a great story".



Fundamentals of Business Email Etiquette: Vital Tips on Setting the Professional Tone

words by
Ulyana Sachkova



- 01** How to reach the client via email if no answers?
 - ☑ Start sending emails as many as possible within a period of time. Eventually you will get an answer.
 - ☑ Give a call and ask for a reply.
 - ☑ Put his/her manager in copy.
 - 02** How to answer the email?
 - ☑ Create a new message because the topic can change.
 - ☑ Reply on the message to see the history.
 - ☑ Forward the previous email and write own comments.
 - 03** Is it good to use formatting and choose different fonts in business emails?
 - ☑ No, it will look like advertisement.
 - ☑ Is does not matter as the only important thing is the sense of the message.
 - ☑ Yes, it will help to emphasize some ideas.
- Answers: 1b, c, 2b, 3a

The first impression is a crucial thing in our everyday life. When it comes to communications in the business world, a simple e-mail correspondence can determine a client's goodwill, the efficiency of negotiations, your professional image among colleagues and sometimes even the success of the whole project. Unfortunately, this only chance to show your professionalism can be easily ruined by embarrassing mistakes, sometimes even leading to serious consequences. Knowing how to use emails appropriately, and complying with all the basics of them, can make your life easier. Do you wish to have great communication skills? Then start raising your professional accuracy by catching simple things.

You might wonder what is so specific about day-to-day business communications? In fact, many students fail with simple things when it comes to high-standard corporate field. Starting from business language and finishing with being not familiar with Outlook or Gmail features, fresh graduates or students do not even think they are doing something wrong. However, colleagues, not to mention, clients notice every single thing. And these things build perception not only about you but about the

company as well.

A KIMEP graduate, Anuar Biyeu, shared his 2 years of experience with email etiquette at one of Big 4 companies - KPMG: "The main thing is to be polite and specific. If you are writing for the first time - introduce yourself, let people know who you are and where you are from. Try to make the lines short, not forcing your reader to move the letter to the right- and left-hand sides. And overall the message has to be short. Nobody wants to spend an entire day reading long descriptive essays. Business messages have to be short, informative and clear. Personally, at the beginning, I tried to choose appropriate words to make them sound good and professional, but indeed the simpler you write the better. One more remark appeared when a couple of times I mentioned the attachments but forgot to include them in the email." If some people forget to include information, others do not worry about answering messages.

There are different habits of writing, reading and answering the messages depending on the corporate culture. It is important to get acquainted with corporate patterns from the very beginning of work. It's easy. All you need is to ask senior colleagues how they would like to receive it or review your letters to clients. For instance, very often employees of big companies are facing the problem of "no replies to emails". In the business environment you always have to be effective and thus, demanding these answers, keeping in mind that politeness should constantly be there.

Some managers deal with the follow-up issues in a very effective way, and one of them is Alen Avako working as a sales manager at Phaeton DC company for 2,5 years and tightly interacting with clients. He shares the specifics of working with his Russian colleagues and dealing with the "unanswered emails" issue:

"If you want to get the response as soon as possible, you have to write in a really short way. Otherwise recipients will find a reason not to read it. Put the certain deadline and add the phase "please reply before 12.17 PM", specify the time even to the minutes. If there is no answer after 20-30 minutes the mail has been sent, make a call asking to check it and reply within 20 minutes. If still there is no answer call again and ask if anything is wrong." Dealing with such partners can be challenging enough as well as educative, so you can see their negotiation obstacles.

Taking into account all the pieces of advice and effective communication you can start rising professional literacy and become a guru of the business email etiquette.

Keep-in-mind tips:

1 Add the email address last. Even if you mistakenly hit the button "Send" the re-

cipient will not get the empty or half-written message.

2 Make sure there is a clear subject line and all the attachments needed.

3 Do not use acronyms, abbreviations and slang words as there is a chance you will not be understood.

4 Include the signature block with the full name and contact information. Your email will look more professional.

5 There is no need to write with complicated terms but it is necessary to have your grammar and typos checked.

6 Read your email out loud before sending. If it sounds harsh to you, it will sound harsh to the reader as well. Avoid arrogant writing tone.

7 Check. Double check. Proofread and only then hit the button "Send".

- Use professional email addresses only. (hotwoman@mail.ru is not a professional one!)
- The subject line has to be meaningful, clear and reflect the main idea of the message
- Do not forget to attach files if you write about them in your message
- Address the recipient by using their first and last name, until you are not told to call otherwise
- Introduce yourself if it is your first email
- Make sure the message is short and to the point
- NO jokes or sarcasm to be used as the words without facial expressions and specific voice tone may sound inappropriate
- Include a signature block containing your full name and contact information

The screenshot shows an email composition window with a professional tone. The subject line is "Participation in casting". The recipient is "Sabina.bekbenbetova@kimep.kz". The body of the email includes a greeting, a self-introduction as a KIMEP student, a request to participate in a casting, and a signature block with full name, ID, phone number, and email address.

Tips from graduates: committed to excellence



Ruslan Bekmukhambetov
Bachelor of Marketing
Stars on Ice 2015 Winner
Vice President of Sport and Culture

“Set goals and always move forward, meet them via challenging yourself on a daily basis, but try not to worry, save nerves, life is long. Gain experience by participating in extracurricular activities, feel engaged, strive to improve things and become smarter, build good habits and read. Do not ever forget to rest and be with your friends and family, moreover your society should be built by you. If you execute 100% from the recommendations given, tell others how you’ve reached that, especially me :)”



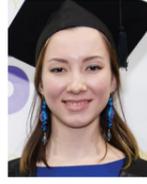
Assylzhan Sadir
Bachelor of Finance
PwC Level Up Winner

“Don’t stress out! Take it easy!”



Juliet Lozovaya
Bachelor of Accounting and Audit
Editor-in-chief of KIMEP PIE magazine

“I will advise you to find a job/internship as early as possible, even if it is not your specialization, and to dedicate all your attention to each experience. Time management and fast decision making are essentials you must train every day, be aware of drift, focus on choice, somehow never stop chasing dreams, and always be up for a good time, you’re just a student.”



Alina Tulengazy
Bachelor of Finance
KIMEP Times Editor
CFA Institute Research Challenge Local Level Winner

“Don’t waste your time on things that won’t ever bring you any value: associations you don’t feel a part of - quit, as they never fulfill you; activities you don’t find useful or interesting - give them up, as there are many more others to choose from; job you hate doing yet believe is the one you must have - never start, strive for more. Advice always sounds like an easy thing to give, yet one that people rarely follow, so I would simply suggest you to value your time - you can’t buy it back, unfortunately.”



Daria Ingai
Bachelor of Finance
KIMEP Times Editor-in-Chief

“At this moment, right now, imagine yourself a fresh graduate sitting in front of the interviewer and she/he is asking you about your university years. Can you share relevant challenging situations? If not, then you should start doing something because four years at KIMEP are your ground for a brighter future. Don’t be afraid to dare yourself, always try your best to finish what you started, and be open to everything what life brings you. Especially, I can recommend to try to lead an organization/team or to take an initiative to run a project. There are many skills you can develop: planning, communication, analytics, and many more. So far, I can say that leading KIMEP Times, participating in competitions and traveling were the best things I tried during my university years”



Aidana Bergazdenova
Bachelor of Accounting and Audit
Vice President of Administration
President of KIMEP PIE
Person of the Year 2016

“Think about your career from the first year. If you are not satisfied with your major, then use these 4 years for checking out other areas. Try to keep GPA above 3.5 to have more job opportunities in the future. KIMEPIans, just always be committed to excellence!”



Zarrina Saktaganova
Bachelor of Finance
President of KIMEP Case Club

“Start increasing your value today. GPA is only 3 numbers in your CV. Think of how to fill the remaining space. Case competitions, projects, volunteering experience, internships will be the most valuable asset of yours. Never stop looking for new opportunities. Being just academically smart will not give you a competitive advantage. Develop your hard skills (Excel, PowerPoint), soft skills (confident public speaking, business writing), leadership and project management skills. Build your own network. Interact with people who are better than you, who inspire you. And be inspiring.”



Zarrina Mulloboeva
Bachelor of Finance
KIMEP Times Managing Editor
CFA Institute Research Challenge Local Level Winner

“When you have a group project be proactive and pick the hardest task. Not only you will build a reputation of a good team player but get a valuable experience and skills.”

Graduates 2017

Degree Program	Total	Male	Female	Degree Program	Total	Male	Female
DBA	1	0	1	MPA	1	1	0
MBA	14	5	9	MPMA	4	3	1
MFIN	3	2	1	BAE	6	3	3
MMKT	1	0	1	BAIJ	2	0	2
ExMBA	6	4	2	BAJ	3	0	3
BACTA	36	4	32	BIR	5	3	2
BFIN	31	7	24	BSSIR	2	1	1
BMGT	6	0	6	BSSPA	7	3	4
BMKT	19	2	17	BPMA	2	0	2
BSC	37	14	23	BLLB	22	10	12
MAE	1	0	1	MLLM	2	1	1
MAIJ	4	0	4	MAFL	7	0	7
MIR	8	3	5	MATESOL	3	0	3

233 TOTAL
66 MALE
167 FEMALE

Citizenship

Canada	1
Chile	1
Kazakhstan	207
Korea	2
Kyrgyzstan	6
Russia	2
Tajikistan	11
Uzbekistan	3



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