



16TH KIMEP INTERNATIONAL RESEARCH CONFERENCE 2019

ALMATY, KAZAKHSTAN

26-27TH APRIL, 2019



CONFERENCE THEME:

**DIGITAL ECONOMY, BUSINESS AND SOCIETY
IN THE ERA OF FOURTH INDUSTRIAL REVOLUTION:
CHALLENGES AND OPPORTUNITIES**



KIRC 2019 PROCEEDINGS

Тақырып:

**ТӨРТІНШІ ИНДУСТРИАЛДЫ РЕВОЛЮЦИЯ КЕЗЕҢІНДЕГІ ЦИФРЛЫ
ЭКОНОМИКА, БИЗНЕС ЖӘНЕ ӘЛЕУМЕТ:**

ҚИЫНДЫҚТАР МЕН МҮМКІНДІКТЕР

XVI Халықаралық ғылыми-зерттеу конференциясы

(KIRC-2019, КИМЭП Университеті, 26-27 сәуір)

Конференция материалдары

Алматы, 2019

Тема:

XVI Международная научно-исследовательская конференция

**ЦИФРОВАЯ ЭКОНОМИКА, БИЗНЕС И СОЦИУМ В ЭПОХУ ЧЕТВЕРТОЙ
ИНДУСТРИАЛЬНОЙ РЕВОЛЮЦИИ:**

ВЫЗОВЫ И ВОЗМОЖНОСТИ

(KIRC-2019, Университет КИМЭП, 26-27 апреля)

Материалы конференции

Алматы, 2019

Theme:

**DIGITAL ECONOMY, BUSINESS AND SOCIETY IN THE ERA OF FOURTH
INDUSTRIAL REVOLUTION:**

CHALLENGES AND OPPORTUNITIES

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(KIRC-2019, April 26-27, 2019)

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ТӨРТІНШІ ИНДУСТРИАЛДЫ РЕВОЛЮЦИЯ КЕЗЕҢІНДЕГІ ЦИФРЛЫ ЭКОНОМИКА, БИЗНЕС ЖӘНЕ ӘЛЕУМЕТ: ҚИЫНДЫҚТАР МЕН МҮМКІНДІКТЕР Конференцияның материалдары (26-27 сәуір 2019 ж.) = ЦИФРОВАЯ ЭКОНОМИКА, БИЗНЕС И СОЦИУМ В ЭПОХУ ЧЕТВЕРТОЙ ИНДУСТРИАЛЬНОЙ РЕВОЛЮЦИИ: ВЫЗОВЫ И ВОЗМОЖНОСТИ: Материалы конференции (26-27 апреля 2019 г.) = DIGITAL ECONOMY, BUSINESS AND SOCIETY IN THE ERA OF FOURTH INDUSTRIAL REVOLUTION: CHALLENGES AND OPPORTUNITIES (April 26-27, 2019) Жалпы ред. басқ. М. Махмуд,- Алматы-Астана: Академпресс, 2019 – б. – Қазақша, орысша, ағылшынша

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Бұл кітап 2019 жылдың 26-27 сәуірінде КИМЭП университеті (Алматы, Қазақстан) өткізген халықаралық ғылыми-зерттеу конференциясының материалдарын ұсынады. Конференцияда «ТӨРТІНШІ ИНДУСТРИАЛДЫ РЕВОЛЮЦИЯ КЕЗЕҢІНДЕГІ ЦИФРЛЫ ЭКОНОМИКА, БИЗНЕС ЖӘНЕ ӘЛЕУМЕТ: ҚИЫНДЫҚТАР МЕН МҮМКІНДІКТЕР» тақырыбы бойынша ғылыми баяндамалар, презентациялар және сарапшы пікірі ұсынылды.

Данная книга содержит материалы международной научно-исследовательской конференции (KIRC- 2019), проведенной Университетом КИМЭП (Алматы, Казахстан) 26-27 апреля 2019 г. На конференции были представлены научные доклады, презентации и мнения экспертов на тему: «ЦИФРОВАЯ ЭКОНОМИКА, БИЗНЕС И СОЦИУМ В ЭПОХУ ЧЕТВЕРТОЙ ИНДУСТРИАЛЬНОЙ РЕВОЛЮЦИИ: ВЫЗОВЫ И ВОЗМОЖНОСТИ».

This book represents the Official Proceedings of the KIMEP International Research Conference (KIRC- 2019) held 26-27 April 2019 at KIMEP University in Almaty, Kazakhstan. This KIRC featured scientific papers, professional presentations and expert panel discussions on topics related to the theme of “DIGITAL ECONOMY, BUSINESS AND SOCIETY IN THE ERA OF FOURTH INDUSTRIAL REVOLUTION: CHALLENGES AND OPPORTUNITIES”.

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КИМЭП Университеті, 2019

KIRC 2019 Schedules and Presentations

26th April, 2019 (Friday 13:00 - 13:50): Registration & Reception
26th April, 2019 (Friday 13:50 - 14:00): Opening Speeches Dean of Bang College of Business: Dr. Jay. H. Lee VPAA of KIMEP University: Dr. Gilbert Thomas Linne
26th April, 2019 (Friday 14:00 – 15:00): Hall 3/New Building Panel Session: Transformation of Capital Markets: New Image of Stock Exchange Moderator: Dr. Halil Kiymaz
TEA BREAK: 15: 00 – 15:15
<p style="text-align: center;">Concurrent Session (Friday 15:15 – 16:15): 117/New Building Academic Track – Accounting: Moderator - Dr. Kunsu Park</p> <ul style="list-style-type: none"> • Alibek Nauruzbayev, Bibigul Zhakupova, & Marzhan Berniyazova - Earnings management and Firm-level determinants: Case of Kazakhstan. • Zhanat Syzdykov - Internal Determinants of Banks Performance in Kazakhstan. • Saule Dyusseimbina & Kunsu Park - Income Smoothing, Foreign Ownership, and Firm Value: Evidence from Korea.
<p style="text-align: center;">Concurrent Session (Friday 15:15 – 16:15): 204/New Building Academic Track – Finance: Moderator - Dr. Halil Kiymaz</p> <ul style="list-style-type: none"> • Yessengali Oskembayev - The role of credit guarantee scheme in SME financing in Kazakhstan. • Gulnara Moldasheva & Marina Khaian Chzhan - The influence of BRI – Belt and Road Initiative of China on economy of Kazakhstan • Halil Kiymaz - Factors influencing SRI fund performance •
<p style="text-align: center;">Concurrent Session (Friday 15:15 – 16:15): 421/Dostyk Building Academic Track – Management: Moderator - Dr. Alma Alpeissova</p> <ul style="list-style-type: none"> • Leszek Karczewski & Kaja Karczewska - Ethical challenges of the so-called revolution 4.0 • Gül Berna Özcan - Technology Entrepreneurship and Building Ecosystems in Central Asia • Alma Alpeissova & Vladimir Garkavenko - Managerial competencies for innovation

<p align="center">Concurrent Session (Friday 15:15 – 16:15): 419/Dostyk Building</p> <p align="center">Academic Track – Marketing: Moderator - Dr. Elmira Bogoviyeva</p> <ul style="list-style-type: none"> • Elmira Bogoviyeva - Masha i medved -Case study • Assel Dairabayeva, Vladimir Garkavenko & Liza Rybina - Non-deceptive counterfeit products consumption among students in Almaty • Dina Sadyk & Martin Yongho Hyun - Investigation of universal social media dimensions for evaluation of consumer based brand equity
<p align="center">Concurrent Session (Friday 15:15 – 16:15): 114/New Building</p> <p align="center">Academic Track - Social Sciences: Moderator - Dr. Eldar Madumarov</p> <ul style="list-style-type: none"> • Roman Śmietański - The use of official websites of self-government administration by the municipalities of two counties on the Polish-Czech border in order to attract investors in municipalities. The analysis compared communes from the counties of Głubczyce and Bruntál • Zauresh Atakhanova - Mining support services as a source of innovation in resource-rich countries • Eldar Madumarov - Artificial Intelligence, Productivity and Income Distribution.
<p align="center">Concurrent Session (Friday 15:15 – 16:15): 113/New Building</p> <p align="center">Academic Track – Law</p> <ul style="list-style-type: none"> • Sailaukhanova Aisulu - Gaps in the legislation. Protecting the rights of mentally ill people • Ualikhan Dauren - The improvement of cybersecurity through the law • Sarsenbayeva Kamila - An Investigation Into Public Opinion into Kazakhstan About Animal’s Ethics by Analyzing Propriety of Their Usage for Entertaining Purposes
<p align="center">Concurrent Session (Friday 15:15 – 16:15): 116/New Building</p> <p align="center">Academic Track - Education and Linguistics: Moderator - Dr. Akmaral Kurmanaliyeva</p> <ul style="list-style-type: none"> • Akmaral Kurmanaliyeva - Қазақ тілін оқыту: инфографиканы пайдалану әдістемесі • Зауреш Ерназарова (Zauresh Yernazarova)- Жаңартылған мазмұнды бағдарлама бойынша дайындалған қазақ тілі оқу -әдістемелік құралдарын талдау • Балқия Қасым (Balkiya Kasym)- Сөйлеу етістіктерінің семантикалық өрісі
<p align="center">Concurrent Session (Friday 15:15 – 16:15): 3/New Building</p> <p align="center">Academic Track - General Education and Social Sciences</p> <p align="center">Moderator - Dr. Maganat Shegebayev</p> <ul style="list-style-type: none"> • Niyazgaliyeva Almira - Is university education essential to professional success for Kazakhstani youngsters?

<ul style="list-style-type: none"> • Kazanova Anel - Why Body Language plays an important role in communication and relationships • Bella Mamytalieva - Should foreign adoption be encouraged in Kazakhstan • Saidov Ehrom - Millennials: is today's generation a self-centered generation? • Nematova Nilufar - Gender stereotyping in Tajikistan
<p align="center">26th April, 2019 (Friday 16:15 – 17:15): Hall 3/New Building</p> <p align="center">Panel Session: Ethical Implications of Platform-based Sharing Economy and Collaborative Consumption within the post-Soviet Context</p> <p align="center">Presenter: Yelena Novikova, MA, ESG CSR expert</p> <p align="center">Moderators: Dr.Aliya Tankibayeva and Dr. Soo Hyun Jeon</p>
<p align="center">TEA BREAK: 17:15 – 17:30</p>
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 419/Dostyk Building</p> <p align="center">Academic Track – Accounting: Moderator - Dr. Nurlan Orazalin</p> <ul style="list-style-type: none"> • Oleg Vlassov - Current Issues in Earnings Management: Perspectives for Future Research. • Zhanat Syzdykov, Alma Alpeissova, & Bibigul Zhakupova - Innovation investment impact on bank's performance in Kazakhstan. • Marzhan Berniyazova, Nurlan Orazalin & Valeriya Krasnikova - Perceptions of Accounting Profession among Undergraduate Business Students.
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 421/Dostyk Building</p> <p align="center">Academic Track – Finance: Moderator - Dr. Balzhan Zhussupova</p> <ul style="list-style-type: none"> • Maya Katenova - Corporate Social Responsibility and financial performance: Case of Kazakhstan • Haroon Khan & Waqas bin Khidmat - Board Diversity, Financial Flexibility and Corporate Innovation: Evidence from China • Balzhan Zhussupova & Assel Ospanova - Boards' diversity and financial performance
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 117/New Building</p> <p align="center">Academic Track – Management: Moderator - Dr. Nadeem Khalid</p> <ul style="list-style-type: none"> • Kaja Karczewska - Is China ready for revolution 4.0? Cultural, social and ethical considerations • Saya Zhaxylyk - Does ambidexterity improve organizational resilience? Evidence from uncertain transition economic context • Yu Tongxin, Nadeem Khalid, Ashfaq Ahmad & Dewan Islam - The Role of E-Government in Enhancing Entrepreneurship and SMEs Performance in Kazakhstan: A Conceptual Framework

<p align="center">Concurrent Session (Friday 17:30 – 18:30): 204/New Building</p> <p align="center">Academic Track – Marketing: Moderator - Dr.Vladimir Garkavenko</p> <ul style="list-style-type: none"> • Elmira Bogoviyeva - L.O.L. Surprise! Case Study • Anna Sevastyanova & Jung Min Jan - Influencer marketing on Instagram: Effects on picture type, sponsorship disclosure and type of influencer on consumer responses • Dilnoza Khuseynova - Preferences of eating locations • Georgiy Petukhov & Vladimir Garkavenko - How international pharmaceutical manufacturer could enter and operate in Kazakhstan market?
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 114/New Building</p> <p align="center">Academic Track - Social Sciences: Moderator: Dr. Jeongwon Park</p> <ul style="list-style-type: none"> • Gulnara Dadabayeva - Kazakhstan’s participation in regional organizations in context of “regionalism” and “regionalization” concepts • Lyazzat Tungatarova - Convention on the Legal Status of the Caspian Sea: Alternatives and Challenges for European Energy Market • Kassymova Didar - Kazakh migration from China in 1944: origin, nature and effects • Alina Samat - Will the U.S.-Mexico border wall fulfill its purpose?
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 116/New Building</p> <p align="center">Academic Track – Law: Moderator: TBA</p> <ul style="list-style-type: none"> • Yang Xiao - The Escalation of Trade Wars between China and the US: An assessment of the influential of Section 301 of the Trade Act of 1974 in the disputes between two world trade giants • Kamilya Amanbekova - Digital Silk Road : Opportunities and Challenges • Wenyi Du - Translanguaging and Identity: A Case of Urban Chinese Kazakh Students in Kazakhstan
<p align="center">Concurrent Session (Friday 17:30 – 18:30): 117/New Building</p> <p align="center">Academic Track - Education and Linguistics: Moderator - Dr. Zauresh Yernazarova</p> <ul style="list-style-type: none"> • Гүлбану Суамбаева (Gulbanu Suambayeva)- Етістік категорияларын оқытудың когнитивті-коммуникативті қағидалары • Beiseyeva Akbala- Қазақ тіліндегі намыс концептісінің берілуі: салыстырмалы - сараптамалық талдау • Karissova Aigerim- Ұлттық дүниетанымдағы әйел концептісі:салыстырмалы - сараптамалық талдау

<p align="center">Concurrent Session (Friday 17:30 – 18:30): 3/New Building</p> <p align="center">Academic Track - General Education and Social Sciences: Moderator - Dr. Maganat Shegebayev</p> <ul style="list-style-type: none"> • Parvina Davlyatova - The Impact of Persian literature to the Central Asian society values • Savsan Mamadloikova - Does perfectionism change people's behavior? • Sunha Kim - Home delivery service and Lack of social activity • Joltayeva Yuliya - How does food choice affect mood in young people? • Mamadjonova Zevar - Causes, effects, and solutions of water scarcity in Central Asia
<p align="center">27th April, 2019 (Saturday 10:00 – 11:00): Hall 3/New Building</p> <p align="center">Panel Session <i>Өркениеттер Тоғысындағы Тіл Мәселесі</i> by Dr. Zauresh Yernazarova (in Russian: <i>Вопросы языка на стыке цивилизаций</i>) (in English <i>The Language Issues at the Junction of Civilizations</i>)</p>
<p align="center">TEA BREAK - 11:00 – 11:10</p>
<p align="center">Concurrent Session (Saturday 11: 10 – 12:10): 113/New Building</p> <p align="center">Academic Track – Accounting: Moderator - Dr. Olga Pak</p> <ul style="list-style-type: none"> • Nurlan Orazalin & Monowar Mahmood - Corporate Governance Mechanisms, Country Governance Quality, and Environmental Performance • Madi Mashakov - Corporate Governance: The study of government and foreign ownership in oil/gas and metallurgy/mining industries on the example of Russia • Olga Pak - Systemically important banks in Russia, Kazakhstan and Belarus
<p align="center">Concurrent Session (Saturday 11: 10 – 12:10): 114/New Building</p> <p align="center">Academic Track – Finance: Moderator - Dr. Balzhan Zhussupova</p> <ul style="list-style-type: none"> • Kalizhan Kaliyev - Bank specific, macro and industry specific determinants of bank performance and risk. The case of Kazakhstan. • Akhliddin Ismailov - Post-Acquisition Performance Measurement in Mergers and Acquisitions • Balzhan Zhussupova & Zarina Makisheva - Application of the Altman Z-score model to banking
<p align="center">Concurrent Session (Saturday 11:100 – 12:10): 116/New Building</p> <p align="center">Academic Track – Management: Moderator - Dr. Elmira Bogoviyeva</p> <ul style="list-style-type: none"> • Guneet Kaur & Sarika Keswani - Impact of Emotional Intelligence on Financial Performance in context of Commercial Banks in India: the role of Organizational Commitment and Perceived Organizational Support • Tolganay Shatyrbayeva - Big data management: Organizational challenges and changes • Adina Azamatova - Challenges and Opportunities of Inclusive Education in Kazakhstan • Elmira Bogoviyeva & Kunsu Park - Chief Marketing Officer Characteristics and Corporate Social Responsibility Performance

<p align="center">Concurrent Session (Saturday 11: 10 – 12:10): 117/New Building Academic Track – Marketing: Moderator - Dr. Liza Rybina</p> <ul style="list-style-type: none"> • Vlada Yemelyanova, Vladimir Garkavenko & Liza Rybina - The influence of the motives on the buying intention in online brand communities • Nuraisha Bekeyeva, Maulen Aisulu, Baktygali Alina & Akhmetzhan Zarina- Business Hospitality in Kazakhstan • Yaroslavna Melsitova, Liza Rybina & Vladimir Garkavenko - B2B Trade Shows in Kazakhstan: Determinants of Exhibitors’ Satisfaction and Intention to Participate
<p align="center">Concurrent Session (Saturday 11:10 – 12:10): 204/New Building Academic Track: Operations Management and Information System Session Moderator: Dr. Dewan Islam</p> <ul style="list-style-type: none"> • Uldana Baizyldayeva - The actuality of introduction to Business Intelligence Systems in the university course: Microsoft Power BI facilities in the course of Decision Support Systems. • Yevgeniya Kim & Vladimir Garkavenko - ICT and its Role in Sustainable Tourism Development in Kazakhstan • Bissenbayeva, A; Islam, Dewan, & Khalid, Nadeem - The competence and potential of Kazakh railway to offer door-to-door multimodal freight transport and logistics services
<p align="center">Concurrent Session (Saturday 11: 10 – 12:10): Hall 3/New Building Academic Track: Social Sciences Session Moderator: Dr. Aliya Tankibayeva</p> <ul style="list-style-type: none"> • Gulshat Rozyyeva - Campus violence. Causes and consequences: social exclusion, family and depression • Akerke Nurgaliyeva - The Effect of Financial Literacy and Internal Migration on Financial Inclusion in Kazakhstan
<p align="center">27th April, 2019 – Saturday (12:10 – 13:10): Hall 3/New Building Panel Session: Trade, Innovation, and Competition Moderator: TBA</p>
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Earnings management paradox

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Area of the research is “Corporate reporting issues in Emerging markets”. Particularly we are interested in earnings management, corporate social responsibility, corporate governance and Determinants of earnings management. In our study, we justify the choice of emerging markets and emphasize the importance of corporate reporting. Emerging markets include economies of countries that have potential to become developed in near future. They play stimulating and balancing role in the global economy.

Corporate reporting consists of various mandatory and voluntary disclosure aspects like integrated reporting, financial reporting, corporate governance, and corporate responsibility. Quality of information in corporate reports is based on requirements and needs of its stakeholders. Investors, shareholders, management, suppliers, customers, lenders, employees, regulators, academia and public represent different group of users and rely own decisions on corporate reporting. Annual corporate report is considered a key part in reporting process and prepared in collaboration by top management and different departments that provide valuable input. High-quality corporate reporting is expected to provide the fair view on the company’s performance. Auditors and Corporate governance serve as the control mechanism.

Managers implement different methods of accrual accounting and real actions to communicate favorable results. They use discretion over earnings and expenses pursuing own benefits in the form of bonuses. Whereas shareholders mostly care about real cash flows and sustainable prosperity of the company. Different stakeholders have specific interests in the company’s operation.

Earnings management concept has many definitions, but it might bring a problem when it's opportunistic with violations of GAAP or Law. And when principle-agency problem exists. To understand whether earnings management brings harm, incentives of managers to manipulate earnings need to be explored. Review of literature indicates that most publications attempt to investigate association of various factors and earnings management without proving that earnings management is a bad thing. Indeed, in the presence of qualified auditors and solid corporate governance practices in the companies make it difficult to opportunistically manage earnings at the expense of other stakeholders.

We have to admit that almost every company engage into earnings manipulation, however as far as violation of GAAP or Law is not proved, it's unethical to state that earnings management is a bad thing. In addition, incentives of managers to manipulate are almost unobservable.

In emerging markets CEO duality is a common issue when major shareholder is board member and holds top management position at the same time. In such cases, conflict of interest with other stakeholders or minor shareholders are difficult to prove as well.

When we look at earnings management from the perspective of high-quality corporate reporting, we face the interesting paradox. Managers, attempting to meet bonus requirements and to prevent investors' confidence loss, strive to smooth income volatility using earnings manipulations without violations and under strict control of auditors and governance structures. However doing so, such practice violate definition of good quality of corporate reporting that should reflect real picture of economic situation of the company.

In the end we are left with major research questions:

- Is Earnings management truly a Bad thing?
- Does Earnings management distorts quality of corporate reporting?

To answer we need to:

- Explore opportunistic incentives of managers through surveys
- Investigate red flags of possible fraud conduct or fraudulent reporting
- Find out facts of violations of GAAP or Law
- Search for conflicts of interest among different stakeholders
- Define High-quality corporate reporting and choose proxies to measure it
- Choose best methodology to measure earnings management applicable to emerging markets

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Internal Determinants of Banks Performance in Kazakhstan

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Abstract: This paper will study the relationship between bank-specific characteristics and profitability in Kazakhstan banking. This is an attempt to identify the role internal factors play in achieving high profitability. Financial institutions and banks in particular, play a vital role in the operation of economy. It is almost a conventional wisdom nowadays that sound and strong banking sector of the country is minimal requirement for the sustainable economic growth and development. The banking sector plays very important economic function by serving as an intermediation between resources providers and resource consumers, by collecting deposits from legal entities and population and converting them into productive investments. In this capacity, banks stability and continuity is important for very critical for the financial system of the country. Respectively, the stable and steadily growing economy will boost the profitability improvement, increase funding volume and improve the quality of services for customers. Importance of the bank's profitability may be scrutinized at both micro and macro level. Thus, this study will investigate the internal determinants of bank's profitability, i.e. at micro level. Profit is an essential measure of successful and competitive banking institution, the basic goal of any bank is to attain and realize profit. This study will employ regression analysis for 32 Kazakhstan banks for the period from 2009-2017 based on annual data. It is expected that all determinant variables included in the model will have statistically significant impacts on Kazakhstan banks' profitability. In addition, the study is aimed at providing the useful policy implications, as the performance of Kazakhstan banks depends on its efficiency, profitability and competitiveness. Therefore, it is expected that the study will potentially come up with suggestions that re functional for baking regulatory authorities.

Keywords: *banking sector; Kazakhstan banks; determinants; disclosures; banks' performance.*

Income Smoothing, Foreign Ownership, and Firm Value: Evidence from Korea

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&
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Abstract: In this study, we examine the link between income smoothing and firm value using a sample of Korean listed firms between 2001 and 2017. When corporate governance is weak, due to information asymmetry between shareholders and managers, managers have incentives to report smooth earnings in order to decrease the perceived level of their firms' risk. We address the important questions on the relationship between income smoothing, foreign ownership and firm value. Prior studies indicate that distortions in financial reporting result in deterioration of investors' confidence, leading to the increased risks associated with investments and resulting in lower market value. An opposite view on income smoothing suggests that managers smooth earnings to signal their firms' strong position to the market, thereby decreasing information asymmetry between firm's insiders and outside investors. Based on this above logic, we expect that income smoothing is negatively related to firm value, indicating that firms with more income smoothing tend to have lower firm value.

Foreign investors play a monitoring role in the countries with weak corporate governance, thereby mitigating agency problems and making it more difficult to manage earnings. As a result, it is expected that the market value of firms with high foreign ownership is higher than that of firms with low foreign ownership. We suggest that the markets value income smoothing practices in firms with high and low foreign ownership differently. Based on this, we expect that the negative relationship between income

smoothing and firm value is stronger for firms with high foreign ownership than for firms with low foreign ownership.

We will conduct the pooled ordinary least squares (OLS), Fama–MacBeth (1973) cross-sectional, and firm fixed-effects regressions as well as a dynamic-panel generalized method of moments (GMM) estimator. For our empirical analysis, we will collect the financial and ownership data from the Korean Investors Service-Value (KIS-Value) database provided by the leading provider of credit ratings, the National Information and Credit Evaluation (NICE). We use the annual data for the Korean firms listed on the Korea Exchange (KRX) that have the reporting periods ending in December, for the period between 2001 and 2017.

Keywords: income smoothing, foreign ownership, firm value

The role of credit guarantee scheme in SME financing in Kazakhstan

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Abstract: Kazakhstan remains a resource-dependent country, and the overall economy experiences external commodity price volatility. Oil export revenue exerts a positive effect on the economic development of oil-producing countries; however, depending only on oil revenue will make the economy vulnerable to oil price shocks, especially in the case of an oil price recession. This is forcing the Kazakhstan Government to pursue industrial diversification to accomplish sustainable and balanced economic development, particularly concentrating on the diversification and expansion of the SME sector. Second-tier banks remain SMEs' main source of financing. Due to the higher risks associated with SMEs, they have to borrow money at high interest rates that endanger their growth. Since the global crisis in 2008 and the adoption of the Basel capital requirement, banks have become more reluctant to lend funds to SMEs. The government's use of a credit guarantee scheme (CGS) relies on the willingness of second-tier banks to lend to SMEs, since they decide which SMEs to lend to and the effective interest rate. Second-tier banks, on the other hand, are dependent on the oil price volatility. This paper examines the status of the CGS in SME financing in Kazakhstan.

Factors Influencing SRI Fund Performance

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Abstract: This study examines both the performances of SRI in mutual funds and factors influencing their performance using fund specific, market, and style considerations. The research adds to the existing body of SRI literature as follows: First, it uses a larger sample of SRI funds than previous studies with an extended time-period. Second, it provides evidence on six different styles of the fund, ranging from *Domestic Equity* to *Global funds*. Third, it uses four risk adjusted return measures and compares the performances of SRI funds with multiple benchmark indexes. Fourth, in addition to Jensen's Alpha, it employs the Fama-French three-factor, Carhart four-factor, and Fama-French five-factor models to bring additional insights to SRI fund performance. Finally, it provides a cross-sectional analysis of fund performance using fund characteristics, screening criteria, and investment styles to explain SRI fund performance.

The findings show that while the overall unadjusted annual geometric returns for SRIs are below many of the benchmarks used, SRI funds provide comparable risk adjusted returns using various measures including Sharpe and Sortino ratios. Multifactor regression analysis for the SRI funds shows that funds returns are explained by the market returns across all factor models. Furthermore, we find support for momentum in Carhart's four-factor model and size and profitability in the Fama-French five-factor model. Finally, the cross-sectional regression results using fund characteristics show funds longer in existence, with higher turnover ratios, longer manager tenure, and more substantial net assets perform better on average. On the other hand, we find that fund performance is inversely related to expense ratio. Concerning the screening procedure, we note that funds using negative-screening provide a higher return than other screenings and global oriented funds perform worse than equity funds.

Ethical challenges of the so-called revolution 4.0.

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&
Kaja Karczewska, Xiamen University, China.

Abstract: Revolution is usually not associated with something positive. In a revolution there are usually victims, the revolution also devours its own children. Will it be the case with the 4.0 revolution? If so, then maybe it is better to change the rhetoric, i.e. instead of revolution, promote evolution, slow changes, adapted to human capabilities in accordance with the principles of ergonomics, modeled on the Japanese kaizen method? Who needs revolution 4.0, who promotes it and why? Is modern man prepared for these changes and to what extent, especially in terms of ethics? Does contemporary education, but also the politicians and political systems, the way of doing business all over the world, ensure human survival in the world of responsibility, during and after the revolution 4.0?

The authors will draw the reader's attention to these important questions in the context of their business ethics, which has been the object of their study for 25 years, in the context of general human values, social responsibility of various organizations, including universities, and in the context of sustainable development.

Marvin Brown's ethical argumentative dialogue will be used by authors, adopted to include various proposals for approaching the problem of revolution 4.0 and corresponding observations, value judgments, assumptions and alternative proposals.

Managerial Competencies for Innovation

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Abstract: This study aims to identify competences needed for successful management of innovations in Kazakhstan companies. The qualitative research study included semi-structured depth interviews with 19 experts having extensive work experience in different fields. The study revealed that there is a need to develop managerial competences required for generating and managing technical and organizational changes. The commitment of top managers to the innovation development calls for technical expertise, ability to set and manage innovation process as well as effective HRM practices aligned with strategic goals of the company. In addition, managers shall improve on international experience to ensure company's capability to compete at the global market that will greatly influence the firm's innovative performance.

Keywords: *innovation management, HRM, managerial competences, export competences*

Introduction

Innovation management involves setting systems and processes, so the company may benefit from its research and development investment, i.e. the invention plus its successful commercialization are essential parts of any innovation effort. The research on R&D intensity (R&D investment divided by sales) shows that there is no correlation between R&D spending and financial performance. The R&D management, strong alignment between innovation and corporate strategies and close attention to market needs are the factors that help to yield the crop of R&D investments (Booz et al., 1982).

Recent activities of Kazakhstan government towards the innovation capacity development resulted in establishment of needed mechanisms, institutions and infrastructure to support businesses in their

intentions to innovate, however, the aspects of innovation management competence at the firm level is often ignored. This study aims to identify competences needed for successful management of innovations in Kazakhstan companies.

Methodology

The sample for this study consisted of nineteen international and local experts. Taking into account the specific of the field and the top management decisions to innovate, the purposive sampling has been used to shortlist the participants. The semi-structured depth interviews have been conducted with experts from the fields of economics, laws, top managers of SMEs and large private and national corporations, scientists and R&D experts, as well as finance and foreign experts. The experience of the experts was approximately 25 years of work in the field. Several experts were possessing over 150 international and local publications, and all of the experts were holding more than one expertise. The inductive content analysis of the data collected has been incorporated for this study.

Research Findings

The issue of the importance of creating an innovative climate has been long discussed in the literature. Innovative climate is defined as ‘shared perceptions of employees of practices, procedures and behaviors that support and encourage the development of new ideas, learning from inside and outside of organization, as well as challenging traditional ways of doing things’ (Van Der Vegt et al., 2005). There suppose to be organizational mechanisms that would develop and support innovative climate at the individual, group and organizational levels. Therefore, the need for organizational top management commitment to innovations becomes one of the major themes in the discussion of innovation development.

Committed leaders with strong vision orientation and enthusiasm are part of the innovative culture support (Heunks, 1998). Top managers need to establish tangible visions, focused strategies, and

challenging, rewarding, and supportive environments that encourage innovation (Quinn, Baruch and Zien, 1997).

Organizations need to nurture its managerial talents and provide management development programs (Siengthai and Bechter, 2001). The extent to which skills, knowledge, experience, and characteristics of the top-level managers affected the firm innovative outcome has been widely studied in the literature.

The McKinsey report on high-growth emerging economies has identified that outperforming emerging economies “have benefited from their ability to tap into global demand growth through export markets, giving them greater economies of scale” (McKinsey Global Institute, 2018). The ability to export may be defined by the company’s demand and readiness to compete at the global market.

The research suggests that company’s export performance is influenced “by key decision-makers’ international business attitudes, knowledge and skills”, i.e. market selection, entry and penetration decisions (Gray, 1997). Managers’ characteristics such as international experience has been considered as a major determinant of export success (Lages et al., 2005). Managers are expected to develop “better international networks, product-market knowledge and skills and to effectively enter and penetrate overseas markets” (Gray, 1997).

Conclusions and Recommendations

The study has revealed that there is a need to develop managerial competences required for generating and managing technical and organizational changes. In addition, commitment of the top managers to the innovation development calls for stronger technical expertise, ability to set and manage innovation process, and place effective HRM practices aligned with strategic goals. The company has to be run by committed leaders with strong vision orientation to ensure innovate culture support for innovative

behavior. Finally, managers shall improve on international experience to ensure company's capability to compete at the global market that will generally influence firm's innovative performance.

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Masha i medved: Case study

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Abstract: The case study introduces and discusses the marketing of cartoon movie on the example of “Masha i medved”. While most of parents in the world associate cartoon movies with Disney or Pixar studios and easily recall their famous movie of different decades; new generation of children in CIS and other countries watches and talks about Masha and her wise old friend Bear or Misha in Russian language. Case discusses the issues of timely launch of new episodes and their themes related to year seasons and celebrations. While some psychologists criticize the morals and behavior of little girl as well as the lack of concern over her friend and other animals living in the forest, parents find their children fascinated with the girl and her irreverent character. Other behavioral experts claimed Masha being successful for picking up manners identical to the attitude and actions of children at little age. The licensing, line and brand extension strategies are described in the case. 150 companies from all over the world paid a royalty fee for opportunity to put Masha on a packaging of the product including Crayola. In 2013 only the company managing licensing strategy of Masha i medved, received 292, 2 millions of rubles and 139,5 million rubles of net profit. The companies that used characters from the movie, had 3 bln rubles of gross revenues in wholesale prices. Marketing communications activities of the company are highlighted in the last part of the case study. The episode of British media calling to ban “Masha i medved” as part of Russian propaganda is presented and brings a discussion on dealing with PR crisis coming from abroad.

Keywords: kid cartoon movie, animation marketing, line extension, licensing, international marketing, consumer culture

Non-deceptive counterfeit products consumption among students in Almaty

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Abstract: The matter of duplicating branded fashion is raising issue worldwide. Counterfeiting business does harm the jobs, taxes and sales. Thus, the reasonable and significant explanations of fake clothes purchase should be identified. While the supply side of counterfeits has gotten extensive consideration in scientific literature, examinations concentrating on the demand side are still infrequent and need more investigation.

This research paper aims to examine factors influencing purchase intention in non-deceptive counterfeit fashion luxury products consumption among university students. Two factors namely subjective norms and previous experience are used to explain the reasons for generation Z to purchase intentions of counterfeits. Whereas, social status consumption is the factor that did not affect the purchase intention. The factors were examined through the attitude expressed towards the counterfeit products. A total of 104 respondents (KIMEP students) had participated in this research by the means of online survey. A five-point Likert scale was utilized. Data analysis proceeded in five steps in SPSS statistics. The factor analysis, correlation analysis and regression test were conducted in order to examine the hypothesis of the research paper. The findings of this study revealed that previous experience and subjective norms are being influential on attitude towards the counterfeit, which in turn is determinant on purchase intention. Major data revealed will contribute to the field of consumer behavior as well as the luxury fashion brand management.

Keywords: counterfeit products, generation Z, luxury fashion, subjective norms, attitude, consumption motivation

Investigation of universal social media dimensions for evaluation of consumer based brand equity

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Abstract: The brand valuation, one of key marketing challenges for more than two last decades, is still under active discussion due to enduring market landscape development. Today, it is obvious that social media is one of major influencers on brand communications, brand awareness, brand image enhancement, thereby reinforcing the brand values. Even though a traditional brand equity scale for its value assessment (e.g., RBI index) has been well-established for the last century among both scholars and practitioners, social media-based brand equity (SMBE) scale has little been investigated in order to consistently estimate the brand value for social media companies (e.g., Facebook, Instagram, or Pinterest etc.). As a prerequisite for the consistent RBI estimation, it is essential to develop the dimensions of SMBE scale globally applicable to the social media industry. Due to the existence of diverse dimensions of SMBE, the commonly applicable SMBE scale needs to be identified and amplified from the conventional consumer-based brand equity so that RBI can be invariably estimated. Therefore, a goal of this research is to define and classify ubiquitous social media dimensions of SMBE based on previous literature review; and to contribute to extending the theory of brand equity to a social media field. As a result, this study will help social media marketers to evaluate the reliable brand value through the stable RBI index.

The use of official websites of self-government administration by the municipalities of two counties on the Polish-Czech border in order to attract investors in municipalities: The analysis compared communes from the counties of Głubczyce and Bruntál.

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Abstract: Investments are an important factor in the socio-economic development of every country, region and other forms of territorial division. Among the many possibilities, the fastest way to reach potential investors today is the Internet. Internet is today one of the most popular forms of information and communication. It seems obvious that municipalities that want to attract investors should also use this form of information and communication.

The aim of the article is to answer the question of how and to what extent local government units try to attract investors to each other by using official websites. The information will be analysed based on the websites of municipalities from two neighbouring counties located on the Polish-Czech border the Głubczyce and Bruntál counties. The research results will also help determine to what extent individual municipalities can verbalize investment needs in the public presentation [offer].

Key words: investments, investor, websites of municipalities, Głubczyce county, Bruntál county.

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Mining support services as a source of innovation in resource-rich countries

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Abstract: Digital technology applications in the US oil-and-gas production in the early 2000s spurred interest in studying innovation intensity of the petroleum industry. Our research focuses on the economic analysis of a subsector of the mineral industry, which accounts for most of industry innovation. Specifically, we analyze mining support services to identify key sources of supply, demand, and international trade in this market. We use statistical analysis of three components of the mining industry: energy products, non-energy producing products, and mining support services of a cross section of OECD and non-OECD countries during 2005-15. We find that unlike energy and non-energy producing products, mining support services market is dominated by the OECD countries. In addition, mining support service production is considerably more labor intensive than the other two components of the mining industry. Furthermore, we find that this market has been the fastest growing subsector of the mineral industry in the USA since late 1940s. These findings may serve as additional evidence in support of existing research that innovation in the mining services distinguishes industrialized resource-rich nations from middle-income and developing resource-rich countries. Using a case study of Kazakhstan, we find that its local content policies produce limited results with respect to promoting innovation in its mining industry. As a result, alternative policies such as promoting open innovation and focusing on STEM education may be recommended for making full use of resource abundance.

Artificial Intelligence, Productivity and Income Distribution

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Abstract: In the most recent years, artificial intelligence (AI) has come to the fore of general public's attention as it is now one of the most versatile general purpose technologies paving the way for the fourth industrial revolution. Backed up by previous inventions as well as remarkable improvements of existing technologies and making the most of machine learning, present IT infrastructure and collected datasets, AI has now vast potential to exert its influence on production processes in areas ranging from land-intensive agriculture through capital-intensive traditional manufacturing sectors to most sophisticated human capital-intensive services including science, public administration and governance. This research paper intends to a) systematize the most recent literature on AI-based technology's influence on productivity and b) predict changes in patterns of income distribution which are expected to be caused by adoption of AI-based technologies in an array of diverse economic sectors.

Key words: artificial intelligence, productivity, income distribution

Gaps in the legislation: Protecting the rights of mentally ill people

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Abstract: The research examines systematic violations during the hospitalization of mentally ill patients. By examining this issue, I analyze the procedure of 10 patient's hospitalization. Based on those cases, it is possible to identify significant irregularities in the hospitalization procedure. In most cases, the reason for calling an emergency psychiatric team is a domestic altercation. The procedure of hospitalization itself occurs with the use of violence not only to the patients, but also to their close ones, who are preventing the hospitalization. At the same time, the patient is taken away not only with the use of violence, but also in ways that degrade human dignity. After that, the patient is forced to sign documents on voluntary hospitalization under the threat of a longer retention in a psychiatric hospital or under torture. Analyzing the violations during the hospitalization of patients, I identified significant violations of the legislation of the Republic of Kazakhstan. I have developed possible methods for regulating hospitalization procedures to avoid violation of the laws and patients' rights.

The improvement of cybersecurity through the law

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Extended Abstract: In accordance with the Development Strategy "Kazakhstan-2050", the country has set a goal to enter into thirty developed countries of the world. For this purpose various state programs devoted to Kazakhstan's prosperity have been adopted, and all of them are already being implemented. For example, the Plan of the Nation 100 concrete steps introduces measures putting the goal to overcome global crisis, besides, 60 tasks of this plan have already been completed. Additionally, State Development Strategies including the Third Modernization of Kazakhstan and the Industrialization Program are being fulfilled. In February 2018 a comprehensive Strategic Development Plan for Kazakhstan until 2025 was adopted¹. Hence, the further flourish of Kazakhstan as well as the welfare of Kazakhstani people depends on the fulfillment of the above-mentioned State Strategies. However, if Kazakhstan seeks for an accession to the top thirty developed countries, it is necessary to take into consideration the fact that the world is developing during the so-called fourth industrial revolution, or another words, the industry 4.0, which is considered to be the symbol of the world technological development. The Fourth Industrial Revolution aims at introducing cyber physical systems to all spheres of life: political systems, labor market, life milieu, technological way of life and etc². Thus, the prosperity of Kazakhstan depends on the introduction of elements of fourth industrial revolution.

Moreover, the State Program "Digital Kazakhstan" was created for the successful adaptation of Kazakhstan in the era of the industrial revolution. "Digital Kazakhstan" aims to accelerate the pace

¹ State of the Nation Address of President of the Republic of Kazakhstan Nursultan Nazarbayev, October 5 2018<http://www.akorda.kz/en/addresses/addresses_of_president/state-of-the-nation-address-of-president-of-the-republic-of-kazakhstan-nursultan-nazarbayev-october-5-2018> Accessed 1 April 2019

² Stepan Lisovskii, 'Industry 4.0' <<https://theoryandpractice.ru/posts/14610-konets-analogovogo-mira-industriya-4-0-ili-chto-prineset-s-soboy-chetvertaya-promyshlennaya-revolutsiya>> Accessed 1 April 2019

of economic development and to improve the quality of life of the population owing to the use of digital technologies in the medium term, as well as the creation of conditions for the transition of Kazakhstan's economy to a new development trajectory ensuring the creation of a future digital economy in the long term³. First of all, According to the state program "Digital Kazakhstan", for successful development in the era of industrialization, it is necessary to introduce new technologies in the manufactured sector, which will lead to the modernization and digitalization of local enterprises. The state program "Digital Kazakhstan" sets the task of introducing intelligent technologies into the transport and logistics system. Furthermore, modernization of the agricultural sector through the spread of modern technologies will enhance the productivity the country's economy. Moreover, innovative technologies should also be applied in construction, medicine and education. Additionally, the state program will introduce technology in all government agencies⁴. Basically, the implementation of the state program will increase by several times the objects of the information and communication infrastructure in public administration, business, industrial object management systems, and expand the scope of information and communications technology services provided by operators who process personal data of citizens.

Nowadays the spread of technologies could be noticed not only in the entire state sector, but also among the civilian population. For instance, in the Republic of Kazakhstan starting from 2010 to 2016, the density of Internet users increased from 36.1% to 75%, besides, during this period the number of mobile internet users almost tripled because at the beginning it was estimated 3 million

³ The Government Decree of the RK from 12 December 2017 No 827 "Digital Kazakhstan" < https://tengrinews.kz/zakon/pravitelstvo_respubliki_kazahstan_premier_ministr_rk/hozyaystvennaya_deyatelnost/id-P1700000827/ > Accessed 1 April 2019

⁴ The Government Decree of the RK from 12 December 2017 No 827 "Digital Kazakhstan" < https://tengrinews.kz/zakon/pravitelstvo_respubliki_kazahstan_premier_ministr_rk/hozyaystvennaya_deyatelnost/id-P1700000827/ > Accessed 1 April 2019

694 thousand users and today the number reached 10 million 567 thousand mobile internet users⁵. According to the “Digital Kazakhstan” along with the development of broadband access networks, transformations in the information and communication infrastructure, the transfer of business processes of business entities to the “online” environment and the automation of technological processes in industry, energy, banking and the ICT services sector, it is necessary to strengthen the security in the sphere of informational space.

The fourth industrial revolution requires strong informational security. Moreover, in recent years there has been a steady increase in threats to informational security aimed at both state information systems as well as the banking and industrial sectors. According to the EMC Global Data Protection Index analytical report, data loss volumes worldwide have enhanced by 400% since 2012. The total amount of data lost averaged 2.36 terabytes. It was estimated that currently in the world 35 billion devices are connected to the Internet and serve as tools in the exchange of data, that is, this number is five times more than population of the earth⁶. But at the same time in the world, countries and corporations pay half a trillion US dollars for protection against cyber attacks⁷. Certainly, such costs are done for a reason, because experts estimate that the damage done by hackers from 2021 onwards annually in the world could amount to six trillion dollars⁸. In the era of the fourth industrial revolution, information security is a key task of the state because the whole state function and its population are under the target of cyber attack.

⁵ The Government Decree of the RK from 30 June 2017 No 407 “Cyber Shield of the RK” <https://tengrinews.kz/zakon/pravitelstvo_respubliki_kazahstan_premier_ministr_rk/hozyaystvennaya_deyatelnost/id-P1700000407/> Accessed 1 April

⁶ The Government Decree of the RK from 12 December 2017 No 827 “Digital Kazakhstan” <https://tengrinews.kz/zakon/pravitelstvo_respubliki_kazahstan_premier_ministr_rk/hozyaystvennaya_deyatelnost/id-P1700000827/> Accessed 1 April 2019

⁷ Ibid

⁸ Steve Morgan, ‘Cybercrime Damages Six Trillion Dollars by 2021’, (7 December 2018) <<https://cybersecurityventures.com/cybercrime-damages-6-trillion-by-2021/>> Accessed 1 April 2019

According to the law “On National Security”⁹, informational security is the condition of protection of the information space in the Republic of Kazakhstan, as well as the rights and interests of a person and a citizen, society and state in the information sphere from real and potential threats, which ensures sustainable development and information independence of the country. However, today informational security in Kazakhstan is at a low level. Indeed, according to the Global Cybersecurity Index of the International Telecommunication Union of 2017 Kazakhstan ranked 83rd place out of 193 countries, so that it is at the low rating level¹⁰. This index takes into consideration cybersecurity requirements including the level of development of the legal environment, technical prerequisites, organizational measures, the development of competencies and cooperation within and outside the country¹¹. Therefore, in order to strengthen informational security, it is necessary to improve components of cybersecurity. Moreover, in order to enhance the level of cybersecurity it is needful to make efforts in combating potential threats that could be presented to a person, society and the state. Actually, such a threat to Kazakhstan is cybercrime.

The term cybercrime first appeared in 1991 in an article written by John P. Barlow¹². Initially, this term was not used in the law, but today it is used throughout the world. The Oxford English Dictionary defines cybercrime as a crime committed using computers or the Internet. From a legal point of view, this definition is not accurate due to the fact that cybercrime might be committed in a variety of ways not only using a computer or the Internet. Therefore, having analyzed secondary sources that are trying to determine cybercrime from a legal point of view, the definition formulated by Alisdair Gillespie, who is the professor of law at Lancaster University, is most appropriate. Since cybercrime is a comprehensive term, Alisdair Gillespie argues that this type of crime must be

⁹ The law “On National Security” dated from 6 January of 2012 No 527-IV, < https://online.zakon.kz/document/?doc_id=31106860#pos=3;-251 > Accessed 1 April 2019

¹⁰ International Telecommunication Union, ‘Global Cybersecurity Index (GCI)’, < https://www.itu.int/dms_pub/itu-d/opb/str/d-str-gci.01-2017-pdf-e.pdf > Accessed 1 April 2019

¹¹ Ibid

¹² C Wild and others, *Electronic Mobile and Commerce Law*, (University of Hertfordshire Press, 2011) p. 336

classified according to the behavior of the criminal and the use of technology¹³. Thus, firstly, cybercrimes include crimes against computers. Secondly, the nature of cybercrimes can mean crimes against property. Third part of the definition is a cybercrime based on illegal content. Finally, cybercrimes that are against the individual. Accordingly, the cybercrime is a versatile term that could be defined by the actions of cybercriminal and the use of technology.

Cybercrime is a serious legal problem in Kazakhstan, which is considered to be the main reason for the low level of informational security. According to COMPARITECH.COM resource, Kazakhstan held third place in the list of countries with the highest number of victims subjected to cybercrime, additionally, report presented by researchers THREAT INTELLIGENCE shows that among other countries Kazakhstan occupied 19th place in the ranking of vulnerability¹⁴. Moreover, the fellow worker of the Academy of the law enforcement claims that level of information security is low in Kazakhstan because few of cybercrimes are prosecuted. She informed that in 2017 more than 1,000 cybercrimes were committed, however the detection rate of such crimes did not exceed 3%. From her point of view, the lack of specialists in the IT sphere who go after cybercriminals as well as problematics with identifying the personality because most of the cybercriminals hack their victims from foreign countries impedes an opening of cases¹⁵. The expert believes that there is an urgent need to develop a direction for protection against cyber threats through the training of specialists and it is also necessary to toughen penalties for cybercrimes.

Another expert, whose name is A. Abdrasilov, considers that penalties for cybercrimes in Kazakhstan are too mild and gentle, consequently this lead to problems not only on domestic, but also

¹³ Alisdair Gillespie, *Cybercrime: Key Issues and Debates*, (Routledge, 2015) P.16

¹⁴ 'Nashestvie Hackerov v Kazakhstane: Volna Kiberatak' [Invasion of Hackers to Kazakhstan: Flows of CyberAttacks] (26 January 2018) Translation by the Author <<https://the-tech.kz/articles/cyberattacks-kazakhstan/>> Accessed 1 April 2019

¹⁵ Dana Iman, 'Rakryvaemost Kiberprestuplenii ne Previshaet 3%' [The Opening of Cybercrime Cases Does not Exceed 3%] (16 November 2017) Translation by the Author <<https://inbusiness.kz/ru/news/raskryvaemost-kiberprestuplenij-v-kazahstane-ne-prevyshaet-3>> Accessed 1 April 2019

on international level. A. Abdrasilvov who is the director of Center for Analysis and Investigation of Cyber-attacks (CAIC), a leading organization in the sphere of information and computer security in Kazakhstan, argues that international hacker group which is called “Cobalt” chose Kazakhstan as a target for cyberattacks because the sanctions for such crimes are gentle and the level of opening such cases is at the minimum rate¹⁶. The “Cobalt” cyber grouping is known worldwide for hacking and attacking banking systems in at least 14 countries, including Russia, the UK, the Netherlands and Malaysia. The group has been operating since 2013, moreover, during this time criminals attacked hundreds of banks around the world, stealing more than \$ 1 billion. According to him, hacker group “Cobalt” through illegal access to computers that are located on the territory of Kazakhstan remotely use them as a tool in the commission of cybercrime. For instance, in February 2016, “Cobalt” stole 81 million dollars from the bank of Bangladesh by using hacked Kazakhstani servers¹⁷. Besides, in 2017 six banks that are located in Kazakhstan became a target for cyberattacks because of malicious software that was sent to employees of banks. Having analyzed the expert’s opinion, it could be said that hackers are not afraid of committing crimes using computers from Kazakhstan remotely, since they are sure that they will not be caught and penalties for cybercrime are small enough. As a result, this creates a problem not only for Kazakhstan but also to the world community.

Furthermore, the study of the above-mentioned Center for Analysis and Investigation of Cyber-attacks (CAIC) shows that the growth of cybercrimes in Kazakhstan is marked in 2017¹⁸. In early February 2017, media sites from Karaganda and Shymkent were subject to a hacker attack.

¹⁶ ‘Hakeri Vidyat v Kazakhstane Bezopasnoe Ubezhishe’ [Hackers Consider Kazakhstan as a Safe Heaven] (30 November 2018) Translation by the Author <<http://inozpress.kg/news/view/id/53573>> Accessed 1 April 2019

¹⁷ ‘Hakeri Vidyat v Kazakhstane Bezopasnoe Ubezhishe’ [Hackers Consider Kazakhstan as a Safe Heaven] (30 November 2018) Translation by the Author <<http://inozpress.kg/news/view/id/53573>> Accessed 1 April 2019

¹⁸ Nashestvie Hackerov v Kazakhstane: Volna Kiberatak’ [Invasion of Hackers to Kazakhstan: Flows of CyberAttacks] (26 January 2018) Translation by the Author <<https://the-tech.kz/articles/cyberattacks-kazakhstan/>> Accessed 1 April 2019

Further, on February 20, CARKA recorded an hacking attack to Sberbank, Alfa, Halyk bank by distributing a link to malicious software that thieved the login and password of online banking users. Subsequently, on March 29, CAIC warned population about hackers who, under the guise of the National Bank, sent messages to receive a password and login. However, the malware was sent via info@nationalsbank.kz, while the true address of the bank was info@nationalbank.kz. Hackers have specialized in the theft of cash, as a result of which several banks suffered, but in order not to lose their reputation, representatives of banks kept silent about it. At the end of September, there was a DDoS attack from foreign IP addresses on the Internet resources of the second-tier banks, as a result of which the Internet resources of several banks were unavailable for a certain time. CAIC reports that among them were Kazkommertsbank and the National Bank. While cybercriminals attacked the financial sector in order to receive the profit, in 2017 there was attack to destabilize the information security of a state. In August, a DDoS attack was performed on the EXPO-2017 site server¹⁹. The goal of cybercriminals was to disable the EXPO-2017 server. Hackers generated a high load equal to 20 thousand requests per second. Subsequently, in January 2018, cybercriminals hacked the sites balans.kz, urist.kz and kodeks.kz, as a result, the data of 10 thousand accountants and access to the corporate network of Kazhydromet JSC were put by hackers for sale in the illegal web market. A few days later, a miner virus was discovered on the website of the General Prosecutor's Office of the Republic of Kazakhstan. Thus, having analyzed this report, it might be said that cybercrimes constitute a menace for state functioning as well as the entire population is under the threat since a personal data could be stolen by hackers. It is important to note that experts believe that above-mentioned examples are a small part of what is happening in the country because few of cases are revealed.

Indeed, it is complicated to reveal cybercrimes because they differs from other crimes by its nature. The cybercrime includes itself characteristics which impedes the prosecution of the case. For

¹⁹ Ibid

example, Clough, a lawyer and researcher in the field of cybersecurity, considers 5 main problems that are created by cybercrimes²⁰: firstly, the scale, since a large number of people using the Internet and related communications, leads to the fact that the number of potential victims and offenders can be enormous . Secondly, according to Clough, access to the Internet allows cybercriminals, despite the distance and location, to collude to conduct joint crimes. The next characteristic of cybercrime that makes it difficult to investigate is the anonymity of the criminals, since unlike most traditional crimes, for example, to conceal the true identity in the internet does not cause difficulties. The fourth feature of cybercrime is portability or transferability, and by this Clough means that it is very difficult to find evidence of a crime or its trail because data is stored on a network which is constantly expanding. Finally, due to the fact that the Internet is a worldwide resource, this creates many questions in the area of jurisdiction: does the state have the right to create certain laws or else can investigators have access to evidence? Accordingly, cybercrime by its nature is a complicated phenomenon.

So what might be considered as a solution to the cybercrime problem? One of the features of cybercrimes is that they are committed in spite of boundaries and it connects criminals throughout the world. For instance, the preparation for such crimes might be done in one country, further, there is possibility that cybercrime might go through the communications of three or four other countries, as a result, it might be committed in the fifth state. Therefore, the solution for this problem is to fight against cybercrimes on external level through international law. Indeed, Broadhurst, who is a professor of criminology at Australian National University, argues that “the fight against cyber-crime either is a global one or it makes no sense”²¹. Kazakhstan signed the Agreement on Cooperation

²⁰ Alisdair Gillespie, *Cybercrime: Key Issues and Debates*, (Routledge, 2015) P.17

²¹ Lewis C. Bande, ‘Legislating against Cyber Crime in Southern African Development Community: Balancing International Standards with Country-Specific Specificities’, 12(1) ICCD <
<https://www.cybercrimejournal.com/BandeVol12Issue1IJCC2018.pdf>> Accessed 1 April 2019

between States Members of the Commonwealth of Independent States in Combating Computer Crime Offenses (Minsk, June 1, 2001)²². Parties agreed on the unification of criminal legislation regarding the punishability of cybercrime. Moreover, the purpose of this agreement was to create a legal framework for the cooperation of law enforcement and judicial authorities between States parties in order to increase the level of cybersecurity in the territory of CIS countries. Article 3 indicates what acts should be criminalized, in addition, Articles 6 and 7 regulate the process of rendering cooperation in order to ensure the effective prevention, detection, suppression, opening and investigation of criminal cases in the sphere of computer information. Since Kazakhstan is a member to the agreement, it can be said that Kazakhstan along with other ten CIS countries tries to solve this problem out on a regional level.

However, the fight against cybercrimes must be on global level, not only on regional one. The Convention on Cybercrimes of 2001, also known as the Budapest Convention is thought to be the only global treaty on cybercrime²³. Convention on Cybercrimes was signed by 66 states and 63 of them ratified it. The Convention has almost universal acceptance across the Council of Europe, save for Russia and San Marino that refused to sign the convention. Non-European countries including USA, Japan, Canada both signed and ratified convention, while there are nineteen Non-European states that ratified it²⁴. Kazakhstan neither ratified nor signed the Convention on Cybercrimes of 2001, also known as Budapest Convention, actually, this situation impedes the prosecution of cybercrimes and prevents the further cooperation between Kazakhstan and other states of the world. The

²² The Decree of the President of the RK dated from 25 June 2002 No 897, 'the Agreement on Cooperation between States Members of the Commonwealth of Independent States in Combating Computer Crime Offenses' (Minsk, June 1, 2001)

<https://tengrinews.kz/zakon/prezident_respubliki_kazahstan/mejdunapodnyie_otnosheniya_respubliki_kazahstan/id-U020000897/> Accessed 1 April 2019

²³ Lewis C. Bande, 'Legislating against Cyber Crime in Southern African Development Community: Balancing International Standards with Country-Specific Specificities', 12(1) ICCD <

<https://www.cybercrimejournal.com/BandeVol12Issue1IJCC2018.pdf>> Accessed 1 April 2019

²⁴Convention on Cybercrime ETS No185 <<https://www.coe.int/en/web/conventions/full-list/-/conventions/treaty/185/signatures>> Accessed 1 April 2019

importance of accession of Kazakhstan to Cybercrime Convention of 2001 is understood by politicians, in fact, in 2018 on the meeting between the First President of the Republic of Kazakhstan N. Nazarbaev and USA president Donald Trump discussed the necessity for Kazakhstan to join the Cybercrime Convention²⁵. It was concluded that if Kazakhstan join the Convention this would improve law enforcement cooperation as well as information sharing to combat international cybercrimes.

Actually, the convention is divided into four chapters, Gillespie, an expert in the sphere of cybercrimes, argues that the key working elements of the Convention are Chapters II and III, since Chapter I provide definitions and Chapter IV “simply deals with the formalities of the signing and ratifying of the Convention and the tabling of derogations²⁶”. Chapter II includes articles from 2 to 13, and this chapter requires criminalization of attacks on computer data and systems (i.e. illegal access, illegal interception, impact on data and system operation, illegal use of devices), as well as acts committed using computer technologies (including fraud, child pornography and violation of copyright and related rights)²⁷. Under article 13 parties to the convention are obliged to create enact commensurate penalties including the deprivation of freedom. In accordance with the chapter III of the Budapest Convention participants are obliged to enact legal procedural measures that would assist competent organs to prosecute cybercrimes and help in collecting evidences²⁸. The Convention also deals with the issue of extradition of a cybercriminal: the participating states are obliged to find a compromise in which country it will be more effective to judge a criminal. Moreover, member states

²⁵ United States and Kazakhstan: An Enhanced Strategic Partnership for the 21st Century, (17 January 2018) <http://www.akorda.kz/en/events/international_community/foreign_visits/united-states-and-kazakhstan-an-enhanced-strategic-partnership-for-the-21st-century> Accessed 1 April 2019

²⁶ Alisdair Gillespie, *Cybercrime: Key Issues and Debates*, (Routledge, 2015) P.25-26

²⁷ Convention on Cybercrime ETS No185 <<https://www.coe.int/en/web/conventions/full-list/-/conventions/rms/0900001680081561>> Accessed 1 April 2019

²⁸ Ibid

must cooperate between each other through general and special procedural measures. Each state must create contact center, working for 24 hours per day during the week for international cooperation.

Hence, if the Budapest Convention is signed, it will facilitate interaction with other countries. The Department of Internal Affairs of Pavlodar region reported that low detection of cases is due to the fact that in most cases hackers commit crimes from foreign countries, having sent a request to the law enforcement agencies of other countries, the Department of Internal Affairs of Pavlodar Region usually do not receive a response²⁹. The Budapest Convention obliges countries not only to provide all the necessary information about criminals, but also to cooperate in investigating crimes. Therefore, the signing of the Budapest Convention will be the solution for Kazakhstan to the problem of cybercrime.

Having analyzed Budapest Convention of 2001 as well as the Agreement on Cooperation between States Members of the Commonwealth of Independent States in Combating Computer Crime Offenses, they both provide an obligation of criminalization cybercrimes and creation effective penalties for such crimes. However, an analysis of expert opinions shows that the punishment for cybercrime in the criminal legislation of the Republic of Kazakhstan is not severe enough. As it was written earlier, Lyazzat Temirzhanova believes that it is necessary to toughen the sanctions for these crimes. Additionally, according to Arman Abdrasilov, cybersecurity in Kazakhstan is very weak due to soft penalties for cybercriminals, consequently, according to the expert, this creates a comfortable environment for international hacker groups, including cobalt.

To prove the fact of insufficient sanctions for cybercrime in Kazakhstan, a comparative legal analysis of sanctions for cybercrime in the Republic of Kazakhstan and the Republic of Singapore

²⁹ ‘V Kazakhstane Rastet Chislo Kiberprestupleni’, [The Number of Cybercrimes Increases in Kazakhstan] 21 February 2016 Translation by the Author <<https://ic24.kz/news/v-kazakhstane-rastet-chislo-kiberprestupleniy-u15058>> Accessed 01 April 2019

will be conducted. The Republic of Singapore was chosen because this country, according to the Global Cyber Security Index study, ranks first in the world in protecting information data and communications³⁰. Moreover, the Global Index indicates that Singapore has fully implemented effective cybersecurity legislation, while in Kazakhstan cybersecurity legislation is still developing. Therefore, an analysis of Singaporean law will be useful for the Republic of Kazakhstan.

In the new edition of the Criminal Code of the Republic of Kazakhstan of July 3, 2014 No. 226-V there is 7 chapter, which is called Criminal Offenses in the Field of Informatization and Communication, includes 9 articles. Basically, the criminal offenses set forth in Chapter 7 of the Criminal Code of the Republic of Kazakhstan are in accordance with the Budapest Convention, as they fall into the category of “crimes against confidentiality, integrity and availability of computer data”³¹. From subjective side of corpus delicti all criminal offences listed in Chapter 7 include intentional form of guilt, hence, to commit criminal offences by negligence is impossible. Despite the fact that Singapore did not sign nor ratify Budapest Convention, Singaporean laws concerning cybercrimes were passed in accordance with this convention³². Hence, both Kazakhstan and Singapore not being members to the Budapest Convention have enacted laws in accordance with this convention, however, it must be noticed that severity of laws and the amount of penalties for cybercrimes differs in two countries.

³⁰ International Telecommunication Union, ‘Global Cybersecurity Index (GCI)’, < https://www.itu.int/dms_pub/itu-d/opb/str/d-str-gci.01-2017-pdf-e.pdf> Accessed 1 April 2019

³¹ I Rogov and K Baltabaev and A Korobeev, *Ugolovnoe Pravo Respubliki Kazakhstan: Osobennaya Chast v 2 T*, [Criminal Law of the Republic of Kazakhstan: Special Part in 2 V] Translation by the Author (Almaty, Jeti Jargi, 2016) P.299

³² Hee Jhee, ‘Singapore’s Cybercrime Regulation based on Lessig’s Modalities of Constraint’, (Murdoch University, March 2015) < https://www.murdoch.edu.au/Research-capabilities/Asia-Research-Centre/_document/Working-Paper-Hee-Jhee-JIOW-179WP.pdf> accessed 1 April 2019

According to the article 2 of Budapest Convention parties must criminalize illegal access to the whole or any part of computer system without right³³. Actually, this provision was referred in the article 205 of the Criminal Code of the Republic of Kazakhstan. The point 1 of the article 205 prescribes that “Intentional illegal access of information, protected by the Law, contained in the electronic media, to the information system or information and communication network, entailed substantial infringement of rights and legal interests of citizens or organizations or interests of society or the state, protected by the Law, - shall be punished by the fine in the amount of up to one hundred sixty monthly calculation indices or correctional works in the same amount, or community services for the term of up to one hundred sixty hours, or arrest for the term of up fourty days, with deprivation of the right to occupy determined positions or to engage in a determined activity for the term of up to two years or without it³⁴”. Hence, under point 1 of the article 205 it is not a crime, but it is criminal offence because there is punishment in the form of arrest for term of fourty days.

While Singaporean law Computer Misuse Act of 1993 also criminalized illegal access to the computer system in accordance with the article 2 of the Budapest Convention. In the part II offences of Computer Misuse Act It is prescribed that “any person who knowingly causes a computer to perform any function for the purpose of securing access without authority to any program or data held in any computer shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$5,000 or to imprisonment for a term not exceeding 2 years or to both and, in the case of a second or subsequent conviction, to a fine not exceeding \$10,000 or to imprisonment for a term not exceeding 3 years or to both³⁵”. Thus, in comparison with Singaporean Computer Misuse Act

³³ Convention on Cybercrime ETS No185 < <https://www.coe.int/en/web/conventions/full-list/-/conventions/rms/0900001680081561>> Accessed 1 April 2019

³⁴ Penal Code of the Republic of Kazakhstan [Penal Code of the RK] dated 3 July 2014 No. 226-V of the Law of the Republic of Kazakhstan, art. 205

³⁵ Computer Misuse Act of 1993, (revised edition of 2007) < <https://sso.agc.gov.sg/Act/CMA1993#legis>> Accessed 1 April 2019

that prescribes the penalty of imprisonment up to 2 years, punishment for illegal access in Kazakhstan is low because the maximum punishment is the arrest consisting of fourty days.

Moreover, article 3 of the Budapest Convention states that “each Party shall adopt such legislative and other measures as may be necessary to establish as criminal offences under its domestic law, when committed intentionally, the interception without right, made by technical means, of non-public transmissions of computer data to, from or within a computer system, including electromagnetic emissions from a computer system carrying such computer data”³⁶. Singaporean Computer Misuse Act of 1993 has a provision that is under article 3 of the Budapest Convention. It is formulated in the following way:” any person who knowingly —(a)secures access without authority to any computer for the purpose of obtaining, directly or indirectly, any computer service; (b)

intercepts or causes to be intercepted without authority, directly or indirectly, any function of a computer by means of an electro-magnetic, acoustic, mechanical or other device; or(c)uses or causes to be used, directly or indirectly, the computer or any other device for the purpose of committing an offence under paragraph (a) or (b),shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$10,000 or to imprisonment for a term not exceeding 3 years or to both and, in the case of a second or subsequent conviction, to a fine not exceeding \$20,000 or to imprisonment for a term not exceeding 5 years or to both³⁷. Hence, it must be noticed that Singaporean Computer Misuse Act prescribes what is an illegal interception in details.

In the Penal Code of the RK there is an article 208 which is called “misappropriation of information”. The point 1 of the article 208 prescribes that “intentional illegal copying or other misappropriation of information, protected by the Law, stored in the electronic media, contained in

³⁶ Convention on Cybercrime ETS No185 < <https://www.coe.int/en/web/conventions/full-list/-/conventions/rms/0900001680081561>> Accessed 1 April 2019

³⁷ Computer Misuse Act of 1993, (revised edition of 2007) < <https://sso.agc.gov.sg/Act/CMA1993#legis>> Accessed 1 April 2019

the information system or transferred through information and communication network, if it is entailed substantial infringement of rights and legal interests of citizens or organizations or interests of society or state, protected by the Law, - shall be punished by the fine in the amount of up to two hundred monthly calculation indices or correctional works in the same amount, or community services for the term of up to one hundred and eighty hours, or arrest for the term of up to fifty days, with deprivation of the right to occupy determined positions or to engage in a determined activity for the term of up to two years or without it³⁸. The objective side of the criminal offence described in the point 1 of the article 208 could be conducted in two ways: firstly it is illegal copying, secondly, it is another unlawful misappropriation of information protected by the law. Although legislator did not write the term “interception” in the article 208, it might be seen that this article is formulated in accordance with the article 3 of the Budapest Convention because the term “illegal interception” of computer data might include itself both conducts that are prescribed in the point 1 of the article 208 which are a) illegal copying and b) any other misappropriation of information. Thus, although both countries enacted provisions in accordance with the article 3 of the Budapest Convention, sanctions in their respective laws completely differs. In Kazakhstan sanction consists of the arrest which is up to fifty days, while in the Singapore there is a punishment of imprisonment up to 5 years.

Article 4 of the Budapest Convention says that “Each Party shall adopt such legislative and other measures as may be necessary to establish as criminal offences under its domestic law, when committed intentionally, the damaging, deletion, deterioration, alteration or suppression of computer data without right”³⁹. Kazakhstani legislator formulated article 206 of the Penal Code in accordance with the article 4 of the Budapest Convention. In the point 1 of the article 206 it is written that

³⁸ Penal Code of the Republic of Kazakhstan [Penal Code of the RK] dated 3 July 2014 No. 226-V of the Law of the Republic of Kazakhstan, art. 208

³⁹ Convention on Cybercrime ETS No185 < <https://www.coe.int/en/web/conventions/full-list/-/conventions/rms/0900001680081561> > Accessed 1 April 2019

“intentional illegal destruction or modification of information, protected by the Law, stored on electronic media, contained in the information system or transferred through information and communication network, as well as entry into information system of misleading information, if it is entailed substantial infringement of rights and legal interests of citizens or organizations or interests of society or state protected by the law - shall be punished by the fine in the amount of up to two hundred monthly calculation indices or correctional works in the same amount, or community services for the term of up to two hundred hours, or arrest for the term of up to fifty days, with deprivation of the right to occupy determined positions or to engage in a determined activity for the term of up to two years or without it⁴⁰”.

In obedience with the article 4 of the Budapest Convention, the Singaporean Computer Misuse Act criminalizes unauthorised modification of computer material. Under CMA:” Any person who does any act which he knows will cause an unauthorised modification of the contents of any computer shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$10,000 or to imprisonment for a term not exceeding 3 years or to both and, in the case of a second or subsequent conviction, to a fine not exceeding \$20,000 or to imprisonment for a term not exceeding 5 years or to both⁴¹. Thus, both countries Kazakhstan and Singapore criminalized data interference as it is described in the article 4 of the Budapest Convention, but again in comparison with Singaporean law the amount of penalties in the Criminal Code of the RK is low because the highest sanction in Kazakhstan is the arrest of up to fifty days, while in Singapore there is an imprisonment of up to three years.

⁴⁰ Penal Code of the Republic of Kazakhstan [Penal Code of the RK] dated 3 July 2014 No. 226-V of the Law of the Republic of Kazakhstan, art. 206

⁴¹ Computer Misuse Act of 1993, (revised edition of 2007) < <https://sso.agc.gov.sg/Act/CMA1993#legis> > Accessed 1 April 2019

Having analyzed the above-mentioned articles of the Criminal Code of the Republic of Kazakhstan, articles 205, 206 and 208 has material construction form because these articles oblige the occurrence of consequences in the form of "a substantial violation of the rights and legitimate interests of citizens or organizations or the interests of a society or state protected by law". Legislator considers these consequences as a type of substantial harm which is described in the point 14 of the article 3⁴²:" substantial harm – the following consequence's in the cases where they are not specified as a sign of a component element of a criminal infraction, provided by this Code: infringement of constitutional rights and freedoms of person and citizen, rights and legal interests of organizations, legally protected societal interests and the state; infliction of significant harm; occurrence of difficult real-life situation of injured person; derangement of organizations or the state bodies; disruption of important military activities or short-term decline of the combat readiness level and combat capability of military units and elements; untimely detection or holding off an attack of armed groups or separate armed persons, land, air and sea military equipment, admission of unhampered illegal transborder infiltration of the Republic of Kazakhstan of persons and means of transport, transfer of smuggled goods, connivance to the actions, infliction of damage to the border facilities, technical equipment of border control; other consequences, testifying the essentiality of caused harm". Thus, criminal offenses under point 1 205, p.1 206, p.1 of 208 will be considered only when significant harm is caused to legitimate interests. In turn, this creates convenient environment for the cybercriminal, since the crime will be considered as accomplished only from the moment of occurrence of significant harm, the concept of which is disclosed in paragraph 14 of article 3 of the Criminal Code of the Republic of Kazakhstan.

⁴² Penal Code of the Republic of Kazakhstan [Penal Code of the RK] dated 3 July 2014 No. 226-V of the Law of the Republic of Kazakhstan, art. 3 p. 14

It is important to note that none of the mentioned Singaporean CMA articles had provision with regard to the occurrence consequences in the form of substantial damage. Moreover, since point 1 of the article 205, point 1 of the article 206, point 1 of the article 208 are criminal misdemeanors, cybercriminals cannot be prosecuted for the preparation and even attempt to commit such crimes because under article 24 of the Criminal Code of the RK. The analysis of Kazakhstani and Singaporean laws concerning cybercrimes shows that penalties in the articles 205, 206, 208 are too mild and gentle, therefore it is necessary to increase penalties in the mentioned articles. Furthermore, the article 3 of the Penal Code of the RK provides only one definition for the term with regard criminal offences in the sphere of information and communication: point 41 of the article 3 says that electronic media is tangible medium, used for recording, storage and replay of information, processed by means of computer technology. Having analyzed Singaporean Computer Misuse Act, there are plenty of definitions for terms in connection with cybercrimes. Hence, the lack of terms in the Penal Code may impede the prosecution of cybercrimes⁴³. Therefore, another solution for developing the cybercrime legislation is to extent the conceptual apparatus, otherwise without clear understanding of norms, regulating informational relationships, law enforcement organs will not able to define the issues that must be proven, as a result, this may lead to the wrong qualification of the crime.

Thus, summing everything up, cybercrime is a serious legal problem in Kazakhstan. Moreover, cybercrime is a complicated phenomenon because it is committed in spite of boundaries and it connects criminals across the globe. It was concluded that the fight against hackers must be done both on domestic and international level. Firstly, in order to improve the cybersecurity Kazakhstan should join the Convention on Cybercrime of 2001, that would improve the cooperation

⁴³ I. Loskutov 'Prestupleniya v Sfere Informacionnih Tehnologii'[Crimes In the Sphere of Informational Technologies] (20 September 2019) Translation by the Author <<https://www.zakon.kz/4514668-prestupleniya-v-sfere-informacionnykh.html>> Accessed 1 April 2019

between Kazakhstan and other sixty states that signed the convention. Theoretically, the accession to the Budapest Convention will increase the rate of opening cybercrime cases because the productivity of law enforcement work will also be increased since parties to the convention are obliged to help each other in the investigating crimes. Secondly, the opinion of experts as well as the comparative analysis of Singaporean and Kazakhstani laws shows that penalties set up by Penal Code of the RK are too mild and not strict enough, therefore, the amount of sanctions in articles 205, 206 and 208 must be increased. Thirdly, the comparative analysis of laws shows that in the Penal Code of the RK there is a lack of terms, hence the need for the development of conceptual apparatus is needed.

Animal's Ethics by Analyzing Propriety of Their Usage for Entertaining Purposes: An Investigation of Public Opinion in Kazakhstan

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Abstract: Research paper devotes for investigation into public opinion in Kazakhstan about using animals for entertainment purposes throughout the analyzing propriety. In addition, research project focuses on discovering basic opinion in Kazakhstani society about animal's ethics and rights by quantitative types of examining data. For the purpose of building research, by exploring the phenomenon through gathered information, data collection methodology is divided into two categories: using primary sources and secondary ones. With regard to the primary research the interview and online survey involved, whereas in respect of the secondary study the nonacademic and academic sources are adopted. This research proposes some causes and suggestions related to termination unethical animal's usage for entertaining occasions which is noticeable in Kazakhstan for nowadays. Furthermore, the study not only raises the hot issue about animal's ethics but offers the practical changings in law likewise animal-protective reform which takes into account each animal's right to live, not exist.

Key words: animal's ethics, animal law, animal's right, usage, entertaining purposes, survey, interview, suggestions.

Қазақ тілін оқыту: инфографиканы пайдалану әдістемесі

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Білім беру үдерісі заман талабын ескеруді қажет ететіні сөзсіз. Қазіргі заман болашақ маманның жан-жақты дамыған, ақпаратпен қаруланып, білімді меңгерген, оны әрі қоғам игілігі үшін жұмсай алатын қабілеттерге ие болуын қажет етеді. Алайда, кәсіби маманға қажетті қарым-қатынас орната білу іскерлігі ең алдымен өте күрделі танымдық, психологиялық үдерістермен қалыптасатын қабілет екенін бірі білсе, екіншісі білмес. Қазіргі заманда адам санасы мен танымына бағытталған когнитивтік қабілеттерді ескерген көптеген 3D, 4D, 5D принтерлер мен техно-логиялардың өмірге келуі де танымдық қабілеттерді зерттеуден туындаған. Алдағы он –жиырма жылда адамның миын, санасын басқаратын және кері-сінше, адам ойымен басқарылатын технологиялар өмірге келетінін ғалымдар болжауда. Осы тұрғыда, «сана мен тіл, тіл мен таным байланысын зерттейтін когнитивтік психологиядағы ғылыми-теориялық тұжырымдар мен жаңалықтарды әдістемеде неге пайдаланбасқа?» деген сауал туындайды. Мәселен, «Замануи білім беру технологиясында педагогикалық нысандарды когнитивтік визуализациялау» деген еңбегінде Н.Н.Манько: «Визуализациялау (адам ойында алынған ақпараттардың көрінісі мен бейнесін жасау) - адам бейнелі, логикалық, кешенді ойлау мен эстетикалық, мәдени, көркемдік әлеуеті сияқты көптеген адамның маңызды қабілеті мен қасиеттерін қамтитын үдеріс», - деп, оқыту үдерісінде тұлғаның қалыптасуына маңызды роль атқаратынын айтады. Визуализациялаудың бір үлкен тәсілі ретінде қазіргі кезде инфографика кеңінен қолдануда. Осы орайда, инфографиканы сипаттау мен ондағы ақпараттың берілу әдістемесінің өзектілігі шығатыны анық. Ұсынылып отырған баяндама осы мәселені шешу жолдарын қарастыруды мақсат етеді.

Жаңартылған мазмұнды бағдарлама бойынша дайындалған қазақ тілі оқу - әдістемелік құралдарын талдау

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Зерттеу нысаны - 2016 жылы қабылданған жаңартылған оқу бағдарламасы бойынша дайындалған, оқыту үдерінде қолданыста жүрген орыс тілді мектептердің 5-сыныбына арналған «Қазақ тілі және әдебиеті» оқу -әдістемелі кешенінің құрылымына деңгейлік оқыту технологиясына, дидактикалық оқыту қағидаларына сәйкестігі жағынан талдау және бағалау, нақты ұсыныстар беру.

Зерттеу жұмысының әдісі: оқулықтың құрылымына талдау жасау, сөйлеу әрекетінің түрлерінің қамтылуы мен арақатынасына, тапсырма түрлерінң жүйелі байланысы мен сабақтастығына, сөйлеу әрекеті түрлерінің қамтылу көлеміне, мәтіндердің көлемі мен мазмұнына, құрылымына, оқулық мазмұнынын оқушы жас ерекшелігіне сәйкестігін бағалау үшін жаппай шолу, жинақтау, салыстыру әдістерін қолдану.

Зерттеу қорытындысы:

Оқулыққа жасалған талдау сөйлеу әрекеттерін -айтылым, жазылым, оқылым, тыңдалым-қамтуда тепе –теңдік сақталмағандығын байқатты. Авторлар айтылым әрекетіне көп басымдық берген. Оқылым мен айтылым әрекетіне байланысты тапсырма түрлері үнемі байланыста беріліп отырған. Бұл тапсырмалардың ішінде рецептивті тапсырмаларға қарағанда, продуктивті тапсырма түрлері жиі берілген. Оқулық 13 тараудан құрылған. Жазылым рубрикасымен лексикалық дағдыны қалыптастыруды, дамытуды мақсат ететін тапсырма түрлері жиі кездеседі. Бұл тапсырма түрлері тақырып бойынша берілген жаңа

лексиканы меңгертуден гөрі мәтін ішінде кездесетін немесе сурет бойынша қолданылуы мүмкін сөздер мен сөз тіркестерін беруге құрылған;

Айтылым рубрикасымен берілген, айтылым іскерлігін дамытуға бағытталған тапсырма түрлері оқулықта басқа сөйлеу іскерліктеріне қарғанда басымдыққа ие. Айтылым тапсырмалары ішінде сұраққа жауап беру тапсырмасы жиілігі жағынан жоғары тұр. Оқулықта оқылым бойынша көлемі 15 сөзден басталып, 125/157 сөзден тұратын мәтіндер беріледі. Мәтіндер мазмұны, қамтылатын сөз құрамы бағдарламада берілген тақырыптарға сай келеді. Мәтіндер тақырыпқа сай, арнайы құрылған. Оқылым рубрикасы бойынша ұсынылған мәтіндер аутентті материалдардың өңделген бейімделген түрі емес.

Тыңдалым әрекеті бойынша тапсырма түрлері оқулықта жеке емес, оқылым не айтылым әрекетімен байланыста беріледі. Тыңдалым сөйлеу әрекеті басқа әрекеттермен тең дәрежеде қарастырылмайды. Тыңдалым әрекеті дұрыс дыбыстау, сөздерді дұрыс айтуға, сөйлем интонациясын дұрыс қою сияқты дыбыстаумен байланысты және жалпы ақпаратты тыңдап түсінумен шектеледі. Сөздерді, сөйлемдерді тыңдап түсіну, мәтінде берілген негізгі және көмекші ақпараттарды ажырату, тыңдап, сұрақтарға жауап бер, талқылау сияқты тыңдалым алды, тыңдалым барысында және тыңдалымнан кейінгі жұмыс түрлері оқулықта жүргізілмейді. Оқулық құрылымы толық ойластырылмаған.

Кілт сөздер: сөйлеу әрекеті, тапсырма түрлері, оқулық құрылымы, лексикалық тақырыптар, жазылым, айтылым, оқылым, тыңдалым

Қазақ тіліндегі намыс концептісінің берілуі: салыстырмалы - сараптамалық талдау

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Зерттеу нысаны - «намыс» концептісі өзіндік ерекшеліктері бар ұлттық дүниетаныммен байланысты концепт түрі болып табылады.

Нақты айтсақ, ұлттық нақышты айқындайтын, тек қазақи ортаға тән концептілер деп атасақ,

көп қателесе қоймаймыз. Сонымен қатар, «намыс» концептісі ұлттық мінезді саралап, белгілі бір кейіпкердің мінез-құлық өзгешелігін көрсетуде назар аударады. Мәселен, жеке басқа тән «**намыс**» немесе **жеке бір руға тән «намыс»** т.б. Ал, «намыс» концептісінің синонимі «ар» концептісі қазақи ортада ежелден қалыптасқан ұғым болып саналады.

Зерттеу жұмысының әдісі: қазақ тіліндегі мақал –мәтелдерді, фразеолгиялық тіркестерді жинақтап, талдау жасау, намыс концептісіін өрісін, мағыналық құрылымын, намыс сөзінің тіркесімділік шеңберін анықтау үшін жинау, талдау, саралау әдістері қолданылады.

Зерттеу қорытындысы:

Намыс аксиологиялық құндылықтардың - концептілердің тірек орталық ұғымы болып табылады. Қорытындылай келгенде:

- 1) аксиологиялық құндылықтар ұлттың дүниетаным мәдениетін бейнелейтін білім қоры болып табылады;
- 2) аксиологиялық құндылықтарда бағалауыштық компонент басымдыққа ие. Бағалауыштық компоненттің мазмұнын ұлттық мәдени код анықтайды;
- 3) аксиологиялық құндылықтар ретінде ұлттың тарихында маңызға ие ұғым –түсініктер, қарым-қатынас, өмір сүру салтымен байланысты қалыптасқан ережелер жиынтығы мен этнотаңбалар қаралады;
- 4) аксиологиялық құндылықтарды сипаттаудың әдістері - синонимдер қатарын құрау, ассоциативті өрістерді құру, сөз тіркестерін құрастыру, мақал-мәтелдер мен фразеологизмдерді анықтау.

Кілт сөздер: кнцепт, намыс, ұттық дүниетаным, аксиологиялық құндылықтар

Сөйлеу етістіктерінің семантикалық өрісі

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Зерттеу нысаны - Тіл теориясы туралы зерттелімдер әлемдік деңгейде

лингвистикалық жаңа бағыт-бағдар мәселелері көтеріліп, заман талабына сай шешімін тауып, коммуникативті-прагматикалық маңызы жоғары бағалануда. Кез-келген халық тілі – сол халықтың шынайы этникалық болмысының айнасы. Тілді жаңа ғасыр баспалдағында теориялық-танымдық үрдісте зерттеудің қажеттігі заман талабына сай туып отыр. Бұл үрдіс тіл мен адам санасын тұтастықта қарастырып, тілдік білімді адам миының жемісі, күрделі ассоциативті-вербалды құрылым, болмысты рух пен ой бірлестігінде тараушы жүйе ретінде кешенді сипаттауға негізделеді. Адамзат өзін қоршаған шындықты, әлемдегі сан алуан құбылыстар мен олардың сапа-қасиетін сезім мүшелері арқылы сіңіріп, санамен түйсініп қана қоймайды, оған жауап қайырады, ақпаратты өзінше жаңғыртып, жаңа сапада қайта жасауға саналы- санасыз күйде талпыныс жасайды, өңдейді, қорытады, елеп-екшейді, баға береді, тәжірибеде қолданады, бұлардың тұтас көрінісі ретінде ғаламның тілдік бейнесі жасалады

Зерттеу жұмысының әдісі: Тілдің танымдық табиғаты мен сөз мағынасы – күрделі құбылыс. Тілде Сөз мағыналарының танымдық табиғаты концептінің астарына топтастырылып отырылады. Демек, сөздің көне де жаңа мағыналарының сабақтастығын туғызу адам санасының ертеден келе жатқан танымдық операциясы деген тұжырымдаманың бойына жинақталған. Сөз мағыналарына қатысты сөз бен ұғым, сөз бен мағына, сөздің ішкі және сыртқы тұрпаты, т.б. бірліктердің сабақтастығы негізінде адамдар өзара тілдік қарым-қатынас жасағанда сөздер мен

олардың мағыналарымен алмаспайды, сөзді толықтай тілдік қатынас құралы ретінде қажетіне жарата отырып, оймен, таныммен алмасады. Ал, *ойлау* – қоршаған әлемнің санада бейнеленуінің ең жоғарғы формасы. Ойдың бастапқы формасы – ұғым. *Ұғым* – заттар мен құбылыстардың санадағы бейнесі. Ұғымда заттардың жалпы және негізгі ерекшеліктері суреттеледі. Концептілердің негізінде адамдар сөздің ұғым түсінігін, мағынасын, идеясын біле алады. Ал, олардың берілу жолдарын тілдік және *логикалық модельдердің* астарынан көруге болады

Зерттеу қорытындысы: Кез келген атау қалай болса солай атала салмайды, олар әрбір атауға лайық ішкі лексикалық ұғымына сай сәйкестене, үйлесе тіркесіп, немесе мағынаны ұлғайту, я нақтылау мақсатында жұмсалу арқылы сол атаудың жалпы қасиетін анықтайтындай, мәлімет беретіндей қалыптасады. Жаңа атаусөз жаңа лексема. Сөзжасам негізінде жасалған күрделі атауды даяр тілдік бірліктер деп санап, олардың ішкі семантикалық құрылымынан жаңа аталымның табиғатын түсінуге болады. Тілде жаңа лексемалардың қалыптасуында негізгі мотивемалар қатысып, бір ұғымды білдіретін атаулардың тілдік айналымға енуіне негіз болады. Бұдан аталымжасамның өміршең екенін байқауға болады. Атаудың негізі – алынатын белгі. Сол арқылы ұғымның мәні танылады. Мұндай зерделеу, саралау аталым заңдылықтарының негізінде тілдік құбылыстарды нақтылауға, айқындауға және оның жалпы теориялық ұғымдарын анықтауға мүмкіндік береді. Нақтырақ айтсақ, “аталым белгісі” деген ұғым міндетті түрде оның уәжділігіне, туынды сөздің мағынасына, семантикасына және сөздің ішкі құрылымына қатысты ұғымдарға зер салудан туындайды [10]. Бұл дәйектерге қазақ тіліндегі туынды сөздерді сараланған тілдік деректер дәлел бола алады және семдік талдау барысында олардың даму заңдылықтары негізділеді.

Is university education essential to professional success for Kazakhstani youngsters?

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Abstract: Nowadays self-education is very important to achieve goals, to aim for a big fortune and to gain essential things and skills that person needs in life. People might think that they will be easily appreciated and respected after getting a diploma. However, situations differ in real. Therefore, the reason why I chose this topic is to determine how important education is for building a bright future. I am aiming to analyze the importance of education, to get acquainted with confirming facts of the problem and to identify another causable signs of it such as unemployment of our country since it is a large-scale issue. I am very interested in it as almost every student worries about the need for education in our time. Thus, the potential readers of my paper are my peers, university students and overall all the interested people. In this study I am planning to recruit around 50-70 students aged 17-22 in the survey from several universities. In addition, I am planning to arrange both interviews with an English professor from KIMEP University and with a novice entrepreneur without degree. At the same time, my topic is relevant, because it can be linked to the fourth sustainable development goal that is to ensure inclusive and equitable quality education and to encourage learning opportunities for all. My topic is a large-scale issue, which can be followed by various problems in society and the country's economy, like unemployment and a decline in the country's development.

Key words: education, professional success, university graduates

Why Body Language plays an important role in communication and relationships

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Abstract: Generally, verbal communication is the type of communication that people know and use every day, whilst non-verbal communication is the variety of gestures, postures, and facial expressions that defines personality, character and attitudes of every human being. Therefore, learning to identify and use different types of body language would improve relationships and communication skills in the all fields that require contact between human beings. The aim of the project is to get data about the impact of body language usage between people in conversations and relationships. Relevant information from participants of different age and different background experience in order to compare their answer and responses was collected. Then the information was analyzed in order to make conclusion and answer my research questions. First, from the survey we can see that the vast majority of people know the definition of body language, however they are not able to use body language consciously. That means people have no idea about the importance of body language in communication. Additionally, my expectations about the manipulation of people through effective usage of body language was not proved as the survey illustrates that most of the participants answered that they would not manipulate others even if they used body language effectively.

Key words: non-verbal communication, language, skills, socializing

Should foreign adoption be encouraged in Kazakhstan?

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Abstract: Adopting children from foreign countries has been popular among U.S. and Europe citizens for many years. Since 1999 when Kazakhstan as some other countries start to allow foreigners to adopt their children more than 7000 of Kazakh orphans were adopted by Americans. After several incidents which took place in America, where Russian adoptee died Russia decided to restrict this type of adoption toward U.S. citizens and moreover, encouraged Kazakh government to the same action. The aim of my project is to find out whether international adoption in our country should be continued or not. In addition, what benefits does it bring to our country and adoptees themselves in different prospective. Banning foreign adoption in our country may leave a lot of Kazakh orphans without families that is why it can be a very serious issue. My research paper is going to answer some of unanswered questions by doing several researches and collecting data. Some of aimed work has already done and showed that international adoption rarely affect badly mental state of children, in opposite there are a lot of orphans who are really happy with their new lives. In this paper I will also include experts' opinion toward this type of adoption and use it to support some of my arguments. To sum up, this research paper will include important major findings and will answer to the main question whether foreign adoption should be encouraged or not.

Millennials: is today's generation a self-centered generation?

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Abstract: Self-centeredness, excessive interest in oneself and concern for one's own welfare, is the concept that hugely varies in current and earlier generations. Nowadays it seems that many young people are concerned solely with their own interests, welfare and engrossed in self. Does it suggest that modern generation is more self-centered than an early generation? In fact, the assertion has been confirmed by a dozen of researches depicting egocentrism of current generation like analysis of song lyrics of the past three decades, comparison of empathy among college students over the last thirty years and Narcissistic Personality inventory questionnaire. These surveys suggest that in reality, egocentrism of current generation excels earlier generation. Increased fascination with oneself, a huge drop in empathy, poor relations and a drastic growth in narcissism are traits that reveal why modern generation is more egocentric than the generation preceding them. It is believed that indeed modern generation has radically transformed and egocentrism has reached its peak though it was virtually negligible in the past years. Accordingly, the topic of my research paper is self-centeredness of today's generation. The primary aim of this research project is to ascertain whether the increase in egocentrism of millennials is, in essence, dramatic as it is shown and whether this tendency is detrimental for today's generation. Besides that, the project aims to explore the traits that represent millennials as an egocentric generation. Moreover, which traits of millennials are radically different in comparison to their peers from an earlier generation and which factors contribute to self-centeredness? Overall, the research project inspects the factors that contribute to the acquirement of an egocentric traits as well as to the increase of the egocentrism.

Key words: self-centeredness, egocentrism, millennials, generations

Gender stereotyping in Tajikistan

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Abstract: The research's aim is to analyze the origin of gender stereotyping in the Tajik society, its' causes and effects. The topic of the study is relevant for the Tajik society, especially for women, due to the focus of the research: consequences of gender stereotyping. Moreover, the research provides statistics, relevant data and Tajiks women's experience. In addition, one of the main purposes of the research is to apply the results of it in order to choose the best solution to the following issue. The research comprises information from different study works that were conducted previously. In addition, in order to make the research as relatable as possible to the main reading audience, it includes a survey and several personal interviews that are going to be held among women from different cities of Tajikistan. There were 54 Tajik women, who agreed to participate in the data collection. Therefore, relevant statistics and data was obtained. Considering literature studies and primary research results, the main point is that gender stereotyping negatively effects Tajik women. This research will provide important information concerning the consequences of gender stereotyping in Tajikistan.

Key words: stereotypes, gender stereotyping, discrimination, mentality, society.

Ethical Implications of Platform-based Sharing Economy and Collaborative Consumption within the post-Soviet Context

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Abstract: Social and Environmental Implications of Shared Property Models in the Post-Soviet Context” (KIMEP’s CABJ, 2018, pp. 25-48). This time, it sets to explore Ethical Implications of platform-based sharing economy and collaborative consumption within the post-Soviet context. As primary motivations of sharing economy peers in this region tend to be more financial rather than environmental and social, convenience tends to get more pronounced over ethical considerations. As well illustrated by peculiar and uniform local media / public response to Sci-Hub lawsuit, distinct perceptions of what constitutes [intellectual] property, fair use and fairness in general create unique narratives on ethics within the digital subset of sharing economy in this region. As “Robin Hood” narratives romanticise a proverbial noble “thief”, who stands up against corporations, it continues to support rise of post-Soviet platforms with history of ambiguous ethical conduct. Meanwhile, genuinely ethical options for authentically collaborative consumption tend to be overlooked and even seen as inconvenient by post-Soviet peers. Yet, while the proposed contribution predominantly focuses ethical implications that stem from collaborative consumption of digital products within post-Soviet access economy, these are not the only ethical implications to be thoroughly dissected. The contribution looks at everything: from wage “race to the bottom considerations and tax issues to from ethical ambiguity of “+18” Tasks (e.g. “YouDo”) and even questionably edgy brand-names (e.g. “BezRukih.net”).

Current Issues in Earnings Management: Perspectives for Future Research

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Abstract: This study aims to explore recent patterns in earnings management (EM) research – an area that has recently received a lot of attention from accounting professionals and scholars and resulted in numerous publications. Initial studies on EM have been conducted by Ronen and Sadan (1981), and then followed by Healy (1985), DeAngelo (1986, 1988), Dechow and Sloan (1991), Jones (1991), Dechow et al. (1995), Dechow and Dichev (2002), McNichols (2002), Dechow et al. (2003), Kothari et al. (2005), Ye (2006), Roychowdhury (2006), Stubben (2010), Gunny (2010), Zang (2012), and Walker (2013) who developed basic models for detecting Accrual-Based and Real Earnings Management.

Different methods of EM may include treatment of accruals by using different accounting principles and real economic decisions that influence operating cash flows, smoothing earnings to decrease their volatility over time, classification shifting of some items in financial statements, and other advanced methods, e.g. using derivatives and special purpose entities. The author of the study has collected a big sample of research articles published in peer-reviewed and highly ranked accounting journals for more than one decade (2008-2019), as well as 175 Ph.D. dissertation topics related to EM. Research findings indicate frequency of EM topics by years and journals to detect recent research trends in EM area. Results and conclusions are summarized in the article.

Keywords: Earnings Management, Accrual-Based Earnings Management, Real Earnings Management, classification shifting, income smoothing, accounting journal.

Innovation investment impact on bank's performance in Kazakhstan

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&
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Abstract: Financial sector innovations are very popular and extensively studied topic in academic literature. However, the banking sector innovations as determinant of the financial institutions performance is lacking attention. The study aims at examining the relationship between innovation investment and financial institution's performance. The longitudinal data were collected through the period from 2009 to 2017.

The findings reveal that there is no statistically significant relationship between innovation investment and bank's performance. Research has led to a conclusion that other factors need be considered and may have significant impact on performance due to specific local contextual factors as Kazakhstan's market size, interdependence of financial sector on neighboring economies, lack of operational flexibility of banks due regulatory pressure from central bank, and narrowed opportunities for external (outside of country) funding.

These findings provide practical implications for organizations, institutional policy makers in the banking sector, and a whole banking industry to increase competitiveness and responsiveness to market challenges.

Keywords: Innovativeness, Banking sector, Kazakhstan, performance

Perceptions of Accounting Profession among Undergraduate Business Students

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&
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Abstract: Accounting profession is one that stands at the very source of robust financial reporting that, in turn, acts as a basis for prudent decision-making in private and public sector of any economy. For this reason, the availability of sufficient number of well-trained accountants is critical for a country's economic prospects. In this paper we study the perceptions of accounting profession among the undergraduate students of one of the oldest business schools in Central Asia – Bang College of Business, KIMEP University. Using the instrument developed by Saemann and Crooker (1999) to measure the perception of accounting profession (PAPI), we have surveyed 143 undergraduate students of business programs to reveal their views of the profession. Further, we analyzed the association of the perceptions of accounting profession with factors such as major, gender, and previous accounting education. We find that gender is stronger associated with differences in the accounting profession perceptions than the other two factors.

Keywords: Accounting profession, Perceptions of accounting, Higher education, Business students, Gender

Corporate Social Responsibility and financial performance: Case of Kazakhstan

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Abstract: The study is focused on finding a relationship between corporate social responsibility and financial performance of the largest corporations of Kazakhstan. If those relationships are negative, then high social responsibility results in additional expenses, which may possibly lead to an economic disadvantage. These costs may include actions like charitable contributions, environmental protection procedures. At the same time, if relationship between corporate social responsibility and financial performance is positive, then, it may lead to improved customer perceptions, improved relationships with bankers, investors and government officials.

The research employs data obtained from Kazakhstan Stock Exchange, Bloomberg and National Bank of Kazakhstan. The sample employs thirty largest corporations of Kazakhstan. The period of the study is (2014-2019) on quarterly basis. Orlitzky et.al (2003) argued that there is a positive relationship between corporate social responsibility and financial performance. Previous studies have yielded mixed results regarding relationship between corporate social responsibility and financial performance. Margolish and Walsh (2003) demonstrated that there is 48 out of 109 reviewed studies did not find relationship between corporate social responsibility and financial performance. The previous studies used a rich diversity of different variables to measure corporate social responsibility. Theoretical framework will be discussed in the paper.

Measurement of financial performance includes financial ratios and accounting returns. Financial ratios used in the study are classical finance ratios such as Return on Assets, Return on Equity and Excess Value. The last one will be computed as follows: $EV = ((\text{Market value of equity} + \text{Book value}$

of debt) – Total assets)/Sales. The main advantage of this measure is that it reflects true market's evaluation. The accounting returns employed in the model include three ratios, which are (1) the ratio of operating earnings to assets, (2) the ratio of operating earnings to sales, (3) average assets. The ratio of operating earnings to assets profitability and efficiency. And the last ratio demonstrates overall size of a company. Averaging data across five years will help to deal with unusual accounting data if any. The study employs two methods such as ordinary least squares, covariance. There are two regression models in this study presented below.

$FP_i = \alpha + \beta CSR_j + \gamma D/F + \varepsilon$ (1), where FP is an index of financial performance, which is averaged for each firm. CSR_j are 0,1 dummy variables employed in the study as Moskowitz categories. D/F represents controlling effect in the model by disclosing whether the company is totally domestic or foreign company operating in Kazakhstan. The main purpose of the analysis is to examine if CSR correlates with financial performance of a company. The second model is presented below.

$$CSR = \alpha_0 + \alpha_1 ROA_{t-1} + \alpha_2 ROE_{t-1} + \alpha_3 EV_{t-1} + \alpha_4 OEA_{t-1} + \alpha_5 OES_{t-1} + \alpha_6 AA_{t-1} + \varepsilon$$
 (2)

As it is demonstrated in the second model, prior financial performance is employed in the study due to the fact that analysis of the concurrently measured relationship between corporate social responsibility and financial performance does not demonstrate whether prior high financial performance allows the company to engage in future social responsible actions.

The second model may possible face the problem of multicollinearity or correlation between explanatory variables. Therefore, some explanatory variables may be omitted. The accounting

variables are averaged. The unit root test will be employed in the study as a prelude to regression analysis. If certain variables suffer from being nonstationary, then they may possibly be logged. The regression analysis is focused on R^2 , p-value and t-statistics. The results of the study will serve as a promising avenue for further research. The paper extends the study of corporate social responsibility and financial performance by using a sample of the largest corporations of Kazakhstan. The study employs several statistical tools and high quality data.

Keywords: corporate social responsibility, corporations, financial performance, Kazakhstan.

Board Diversity, Financial Flexibility and Corporate Innovation: Evidence from China

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&

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Abstract: Drawing on upper echelons theory and financial flexibility theory of capital structure, we propose that board diversity (female proportion, foreign national and young directors) have a positive effect on innovation. And firms with financial flexibility have more pronounced diversity-innovation relationship than the firm lacking it. Chinese A-listed firm's data for the period 2007 to 2015 is taken to test our hypothesis. The result supported our hypothesis by showing that board diversity exerts significant influence on innovation. When we grouped data by financial flexibility, the results showed a more significant effect of board diversity on innovation in financially flexible firms.

Keywords: Board diversity; Innovation; Financial Flexibility; Upper Echelons theory; Emerging economy

Is China ready for revolution 4.0? Cultural, social and ethical considerations

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Abstract: Various countries perceive differently the idea of progress. One society may manifest distrust and resistance, more conservative outlook on the future and changes, while the other will gladly launch new initiatives, but often without drawing enough attention to such notions as responsibility, ethics, and respect for human dignity. Will China, with aspiration of technological and global leadership, lead us to a new conceptualization of industry in the global scale? How will it be different in its realization from others? Will it be able to adapt to sustain development goals and imperatives of responsibility?

This article will discuss the chances, threats and opportunities for sustainability of revolution 4.0 in China – in the context of its history, culture, philosophical and political thought, as well as approaches to the concept of responsibility. The author will present an overview of Chinese technology development throughout the ages, analysis of cultural values characteristic for collectivist culture and a synthesis of Chinese ethical thought – not only in the context of technology, but also in the context of a unique Chinese idea of “change” (*yi*), along with the emphasis on morality. The chances for sustainable progress and responsibility will be discussed in view of these components. Therefore, methodology of this paper can be described as a hybrid (mixed), and will comprise of the methodology of humanities and cultural studies (social sciences).

Does ambidexterity help to improve organizational resilience? Evidence from uncertain transition economic context.

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Abstract: Grounded on the resource-based theory, this paper investigates the influence of organizational ambidexterity on organizational resilience, and the moderating effects of leadership and corporate culture in the influence process. Organizational ambidexterity refers to organization's capability to contemporaneously explore and exploit both their internal and external resources to meet the present business needs just as being versatile to future market changes (Raisch and Birkinshaw, 2008; O'Reilly and Tushman, 2008; 2011; Cao et al, 2009; Benner and Tushman, 2013). Since Tushman and O'Reilly (1996) proposed that organizational ambidexterity is crucial for firms sustainability, numerous researches provided strong evidence for ambidexterity as the antecedent of long term firm survival. Scholars proposed that for enterprises to succeed in the *face* of a turbulent and dynamic environment, they must live high up on the *resilience* scale. Organizational resilience was defined by Cutter et al. (2008) as "the ability of a social system to respond and recover from disasters and includes those inherent conditions that allow the system to absorb impacts and cope with an event, as well as post-event, adaptive processes that facilitate the ability of the social system to re-organize, change, and learn in response to a threat" (p. 599). Thus this existing work has a propensity to see resilience as being linked primarily to organizational ambidexterity, i.e. exploration and exploitation activity of the firm. Questionnaires will be used in this study to collect *quantitative* data using *multi-item* scales among firms operating in Kazakhstan. There has been limited research on how organizational ambidexterity may promote resilience (Stokes et al., 2018), thus this study contributes to the existing literature by providing empirical evidence on the link between ambidexterity and organizational resilience, as well as assessing the role of the leadership and corporate culture in this relationship.

The Role of E-Government in Enhancing Entrepreneurship and SMEs Performance in Kazakhstan: A Conceptual Framework

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Background/Objectives: Entrepreneurship and SMEs are a driving force in Kazakhstan's developing economy and are expected to contribute further to its economic growth. Empirical studies show that government support plays a positive and crucial role in fostering entrepreneurship and SMEs performance. E-government, as one component of the digital economy, is particularly worth researching as it provides the most important functions: improving governance, reducing bureaucracy and the risk of corruption. Kazakhstan has already secured very high level of e-government development. This article seeks to identify the aspects in which e-government can support entrepreneurship and SMEs in the context of Kazakhstan.

Methodology: This paper is a conceptual framework yet. If accepted, this study plans to use a structured questionnaire to collect data from owners and top management of SMEs as they are more responsible for strategic planning and performance. The questionnaires will be distributed to the SMEs operating in major cities including Almaty, Astana, Aktobe, Aktau, Atyrau, and Kyzylorda, etc.

Expected Results: This study proposes that e-government of Kazakhstan currently affects entrepreneurship and SMEs in terms of anti-red tape, anti-bureaucracy, anti-corruption, provision of information, promotion of marketing, training of human capital, and has the potential to act as the platform to serve for all indicators of World Bank's "doing business" ranking.

Keywords: Entrepreneurship, SMEs, Performance, Government support, E-government, Digital technology, Kazakhstan

L.O.L. Surprise!

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The case introduces a story of L.O.L. Surprise!, a doll developed for girls. It describes the history of launching and use of modern marketing communication strategies to promote the product for children as well as timing for the introduction. The case describes the launch of new versions of the doll as well as accompanying products like a house, pets, and accessories. It specifies the pricing levels. The case discusses the number of dolls one girl might own. The impact on child's perception of human body, attention to accessories, glamorous colors and collection building versus consumerism among children. The author also makes reference to other brands and products for girls promoted by company which may raise the interest to wearing cosmetics too earlier for adolescents.

The toy market is one of the most lucrative ones. According to NPD group, the size of the total U.S. market is estimated to be equal to \$ 28 billion. Toys for girls and dolls take a good part of this market as equal as to 5% from the total sales. In 2018, toy doll segment was estimated to around \$ 3.4 billion U.S. sales (Statista, 2019). In China, the biggest toy market, the segment for dolls and stuffed toys is forecasted to be more than 9 bln USD in 2019 year (Statista, March 2019, Natural Earth).

Parents regularly buy toys for their kids and spend considerable amount of money on this treat for their loved ones. According to NPD Group and Statista, an amount of money spent per child on toys in 2013 was equal to 438 USD in UK, 371 USD in USA, 358 USD in France, \$336 in Germany, 300 dollars in Russia, 187 USD in Italy and 176 USD in Spain.

The top selling period for toys is usually Christmas and a New Year holidays when all children wait for the gifts from Santa Claus or Father Frost or other good old man like Saint Nikolas that brings magic and joy to their lives. The MGAE Company launched the doll in December 2016. The doll became a hit being sold out in regular US stores within a week and broke sales records in the product category.

The doll somehow copies the idea of Kinder Surprise with a toy hidden in a plastic egg, wrapped by foil. The difference that L.O.L. Surprise! has seven layers of surprises under the wrap. The dolls are little miniatures, which have stylish accessories like glossy shoes and eyewear or a milk bottle and an accompanying pet. There are new collections introduced to the market every few months with one of the set promising 85+ surprises in one box. While kids cannot wait for a new doll to be added to their collection, psychologists discuss how the appearance and style of L.O.L. dolls may affect the behavior of girls and their premature interest in cosmetics and glamour style.

Keywords: doll market, toy marketing, CSR, consumerism, kidult culture, L.O.L. Surprise!,

Influencer marketing on Instagram: Effects of picture type, sponsorship disclosure and type of influencer on consumer responses

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Abstract: Many celebrities and popular users are engaged in influencer marketing activities on Instagram, leveraging their popularity in endorsing products and services. However, prior research has not studied specific components of Instagram posts, such as influencer type, sponsorship disclosure and influencer presence on the picture, and their combined effect on consumer's responses. This study uses a 2 influencer type (celebrity influencer vs. micro-influencer) x 2 sponsorship disclosure (no sponsorship disclosure vs. sponsorship disclosure) x 2 influencer presence (with the influencer vs. without the influencer) between groups factorial design experiment. A total of 121 female participants took part in the experiment. The research findings show that celebrities on Instagram generate higher purchase intentions than the micro-influencers among young female users. Interaction of influencer presence and provision of sponsorship disclosure has positively affected eWOM, advertising recognition and activation of persuasion knowledge. In addition, the study revealed the interaction effect of type of celebrity and sponsorship disclosure on WOM. In the discussion part we would consider practical and theoretical implications.

Keywords: Instagram, social media, Influencer marketing, celebrity, micro-influencer, sponsorship disclosure, eWOM, persuasion knowledge

Preferences of eating locations

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Abstract: Nowadays, there are a lot of places to eat out; they can be faced mostly everywhere. Major utilization of restaurant service increases the development of this branch in business world. It is assumed that young generation prefers eating out more than any other age categories. The research is aimed to find out whether this assumption is right or no, and factors channeling people's decision upon the topic. Through the search there was used only one data collection method which was hold through two types of data sampling strategies. The outcome presented that people living on the territory of Kazakhstan eat at home rather than outside. However, people of this locale visit catering service today more than in the past. Accordingly, there are two main important factors such as busy schedule of people and seek for convenience as the cause of people to go eating out. Such changes in preferences could be observed due to lack of time and inability of new generation to cook properly and tasty.

How international pharmaceutical manufacturer could enter and operate in Kazakhstan market?

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Abstract: This paper aims to acquaint international manufacturers with Kazakhstan pharmaceutical market conditions in terms of entrance and successful operations in there. This paper offers a comprehensive description of the factors influencing the performance of international pharmaceutical company. The conclusions and suggestions are made on comparison of literature and in-depth interviews with professionals in charge of every section of Kazakhstan pharmaceutical market. It presents clear guidelines how to enter and gain share in market, how to use local habits for business and make strategic choice between business models.

Key words: Kazakhstan, original and generic formulas, pharmaceutical market share, promotion and detailing.

Introduction.

The fourth sector of world economy the healthcare sector almost reached \$ 2 trillion in 2010 already, where 50,5% were pharmaceuticals (Market Realist, Inc., 2017). According to Forbes (Forbes Media LLC., 2017) in top 10 most profitable industries in 2016 no 1 is 'pharma generics' with 30% net margin and no 3 is 'pharma major' with 25,5% accordingly. The CIS market size was about 28 billion including 20 billion from Russia, 3 billion Ukraine, 1billion Belarus and 1,4 billion Kazakhstan and other republics in 2014 (Market Realist, Inc., 2017). If the country pharmaceutical market size is \$1,4 billion, while the total imported medicines volume exceeds \$ 1 billion. (ITA US., 2017). Thus, the question is how to get a share of this market and establish successful operations in there. It makes sense to consider the local conditions.

Regarding economy, for the most Kazakhstan has extracting type that largely oil fueled. 90% of products in Kazakhstan are imported, local industry is not developed. Access to the latest technologies is limited since the country is not integrated into world high tech industry. The priority is for three main industries only - Finance, Logistics and extraction of Oil & Gas. The main risk is currency rate sudden fluctuation. Last time it's devaluated up to 50% in 2015. The rate depends on two factors – crude oil price and the currency of the north neighbor - Russian Federation – that has also oil-fueled economy. About pharmaceutical specific features, Samruk Kazyna Pharmacia (SKF) the uniform distributor sources local manufacturers products and conducts annual price decreasing auctions for other foreign products mostly for hospital inpatient supply. However, the more profitable part is 'free market' - people are willing to pay premium for branded medicines prescribed. To control it, since January 2019 the new legislation introduced a prohibition of medical representative visits to doctors. The conclusion, Kazakhstan pharmaceutical market is attractive but complicated. The task is to find a proper road map considering all strategic issues.

Problem definition.

To enter a foreign pharmaceutical market is a big challenge for any manufacturer. It is obligatory to envisage Kazakhstan pharmaceutical market road map with ultimate factors influencing proper entrance and successful operations in there. The purpose of the research is to analyze how the foreign manufacturer can gain and sustain market share in Kazakhstan pharmaceutical market. The following research questions apply to each consecutive part of holistic process:

1. How the right molecule is chosen for Kazakhstan pharmaceutical market?
2. How the qualitative product is developed for the market?
3. How the pharmaceutical formulas are filed successfully and faster?

4. What factors determine effective sales in the market?
5. How pharmaceutical consumer chain is managed in Kazakhstan?

The hypotheses seek to find answers to the questions above:

1. Initial right choice of molecule determines sales results.
2. Fast development of quality product is crucial for successful operations.
3. Reduction of the pharmaceutical product registration time in Kazakhstan is important marketing issue.
4. Sustainable Competitive Advantage is based on customer centered holistic marketing approach.
5. Logistics in Kazakhstan matters much due to geographically scattered regions and may become a source of competitive advantage.

Literature review.

The market and country analysis starts with two integral components: ‘the consumer approval process, consisting of researching the customs, preferences, perceptions and income of the consumer. And the government drug approval process.’ (Rajshekar G.Javalgi & Robert F.Wright, 2003). And at the same time Import/Export operations bear the lowest risk according to the authors. In case of generic product, Chaundhuri (2013) recommended that the whole process of New Product Development (NPD) should consist of the five stages: Organize, Research, Design, Validate, File. That is the expertise to make it fast and efficient allows to save time and quality effectively. Dennis Z Kvesic (2008) as Global Strategic Marketing Director of Bayer Healthcare described the strategies how to manage the life cycle of the original pharmaceuticals in terms of how to keep ROI high. The idea is, despite the dictum the higher the generation the easier to establish brand there’re the chance to maintain the sustainable

competitive advantage after a patent expiry. Anatoliy G. Goncharuk and Marina Getman (2014) described that three companies had different strategic approaches in Ukraine – Multi National Company as original manufacturer, global generic company and one local company. It is shown the clear strategic distinction between the consistent top level branding of etalon quality original medicines, push sales oriented approach of global generic manufacturer and mediocre vision of local producer of low generation formulas. There're two main pharmaceutical marketing activities to brand prescription products – detailing and sampling described (Ricardo Montoya et al, 2010). A new accounts acquisition technique and three main prescription doctor's behavior patterns envisaged. Which segment of doctors, innovators and imitators, to spend money for is finally spotlighted (Frank J. Carter et al, 2009).

Methodology.

Exploratory qualitative research design has been applied. In depth interviews were conducted with respondents representing professionals from different sections of the industry. Target population was the people pertaining to particular part of pharmaceutical market. Judgmental sampling techniques were conducted with the respondents chosen by their role in the incumbent market. They were the influential opinion leaders and decision makers. MOH officials – 5, Auction officials SKF – 4, Clinic top management – 7, Prescribing doctors – 25, Chemists – 8, Whole sale managers – 7, Industry experts – 8, total 64 respondents in Kazakhstan.

Results and discussion.

The following factors and conditions were found critical for entrance, gaining and increasing market share in Kazakhstan.

1. Initial right choice of molecule determines sales level. There're some molecules with stable and growing demand in the market and since their life cycle is virtuous and long in the phase of cash cow, doctors administer them well enough. Also therapeutic area and level of competition within the same make difference. As well as the product generation matters, the higher the better.
2. Fast development of quality product is crucial for successful operations. On one hand, the medicine has to be qualitative. On the other hand, it has to ready on time.
3. Business starts only after the product is officially registered i.e. allowed to enter the country. One shot import is allowed only for rare products, like Karakurt vaccine. Here time is money. As per the 'single window' approach of KZ MOH all the papers have to be ready to submit at one time along with samples having 80% shelf life.
4. Sustainable Competitive Advantage is based on customer centered holistic marketing approach. The proof base of the product quality is required, sampling and detailing are the most efficient activities.
5. Logistics in Kazakhstan matters much due to geographically scattered regions and sales. On the other hand, sometimes in remote places the sales are achieved only by the presence of products.

Limitations.

The research is limited to one country market conditions. Also it is recommended to conduct future descriptive and/or causal research to obtain confirmation of the similar conditions.

Conclusions and recommendations for Kazakhstan market.

1. KZ pharmacopoeia has low barriers in comparison to Russia, like no bioequivalence test requirement for generic products. Thus, two main scenarios are possible in local market.
 - a) Cost advantage in case of subpar quality goods with participation in uniform distributor SKF, here possible business model is ‘distributor model’, i.e. only export/import operations.
 - b) Differentiation in case of high quality goods with ‘company business model’, i.e. with local office and enough amount personnel.
2. Since generics are registered here with trade names, not like in other parts of the world. Having entered the market with ‘distributor model’, and if the products proved good, it’s possible to switch to ‘company model’ with full-fledged operations.
3. Local cultural values are different from most part of CIS. For the most of the business, individual visits are more effective than creating brands in KZ. Local people prefer to deal face to face, not follow some remote brands.
4. The recent change in legislation is prohibiting to meet doctor during working hours. It means it’s better to meet them in other time and during scientific conferences.
5. At the same time digital marketing is starting trend here that helps reach doctors.

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Kazakhstan's participation in regional organizations in context of “regionalism” and “regionalization” concepts

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The driving reason to start foundation of the Eurasian Economic Union in 2015 by Belarus, Kazakhstan and Russia was the need to deepen and strengthen cooperation of post-Soviet states in areas vitally important for all participants. In 2016 Armenia and Kyrgyzstan also joined the Union to pursue the following objectives: 1) to create proper conditions for sustainable economic development of the Member States in order to improve the living standards of their population; 2) to seek the creation of a common market for goods, services, capital and labor within the Union; 3) to ensure comprehensive modernization, cooperation and competitiveness of national economies within the global economy. Analyzing these objectives we see confusion of ideas related at the same time to ‘regionalism’ and “regionalization” approaches.

Both Russian and Kazakhstan's position is seen in more complex context both “regionalism” and “regionalization”. Russian-Kazakhstan partnership in CU and Eurasian Economic Union were driven more by geopolitical reasons while bilateral relations with China and participation in SCO is gradually turning into more “regionalizing” project. Some experts view these moves as finishing of Chinese project on creation of economic region centered in Xingjian including Kyrgyzstan, Kazakhstan and currently intensified economic relations with Tajikistan and Uzbekistan (Brugier and Popesku 2014). The careful approach of the Kazakhstan government towards Ukraine in spite of strategic partnership with Russian Federation can be explained by unwillingness to lose neither political nor economic benefits of the wider regional integration. Ukraine import to republic cannot be counted as important

as Russian or Chinese though it was estimated in 2014 as \$ 5 billion [Khabar TV news, September 24, 2014].

Opposite to some authors (Olcott, 2014; Cohen, 2010) problems in the course of Kazakhstan-Russian relations could be caused by deepening of “regionalization” tendencies in both directions: participation in Chinese led strong economic cooperation around Xingjian and Russian led EEU project. Focusing more in Asian direction along with worsening European attitude and cooperation with Russia can affect negatively Kazakhstan economic and political situation. Thus, Kazakhstan would possibly increase its interest towards cooperation with European Union but these moves do not mean that Russian direction would become less important or less visible.

Convention on the Legal Status of the Caspian Sea”: Alternatives and Challenges for European Energy Market

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Abstract: The negotiations on the legal status of the Caspian Sea were completed by the signing of the Convention on the legal status of the Caspian Sea, held on August 12, 2018 in Aktau (Kazakhstan). A landmark agreement signed between the Caspian Sea states of Russia, Azerbaijan, Iran, Kazakhstan and Turkmenistan is the culmination over two decades of disputes about how to draw boundaries in the Caspian sea that limited all the surrounding countries' ability to exploit its resources, but it will not resolve all the lingering issues between the countries.

The division and distribution of energy resources within the Caspian Sea will remain a major sticking point, requiring further negotiations that Russia and Iran will seek to prolong. Russia, in particular, is concerned about the Caspian Sea legal agreement facilitating pipeline projects like the Trans-Caspian Gas.

How much will Russia succeed in its preventive plans may depend on the Iranian Caspian politics. Iran has all the reasons to feel itself slighted by the decision of the Aktau Convention - from a resource division standpoint, Iran is given the smallest and least resource-rich section of the Caspian sea.

Will Iran respond to the Russian fight for the European energy market through their reciprocal contradictions in Syria? The options that Iran can either support the ambitious projects of Caspian Turkic petro-states or take a step in favoring Russian fight are about equal. China and the US can also significantly influence the decision on the potential division of the European energy market.

Kazakh migration from China in 1944: origin, nature and effects

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Abstract: Large number of ethnic Kazakhs temporarily arrived to the soviet Kazakhstan since 1944, but then moved back to China. With creation of the communist China in 1949, the Stalinist regime expressed concerns over the fates of its subjects in this country, and initiated repatriation in 1950s that was integral part of the soviet politics on post-war reconstruction within the country and prevention of external interference into the domestic affairs based on claims to patronize the deprived of citizenship émigrés. Yalta agreements stipulated compulsory repatriation of soviet citizens after the WWII. A number of factors contributed to the temporal success of the soviet diplomacy in repatriation of Russian and soviet citizens from China since 1949.

Firstly, the shared porous border and political instability, while in case of illegal border crossing most of the migrants could bypass the check points, although faced some in legalizations afterwards.

Secondly, the legal grounds outlined in the series of Sino- soviet agreements reached both with the nationalist Guomingdan government and communists under Mao referred to the *right of return* and the *right to protect*, that the Chinese regimes had to respect, mostly due to the role of USSR in the global affairs of that period.

The paper would address the differences in the soviet politics to host immigrants from China in 1944 and repatriates of late 1955 and early 1960s. The Maoist projects of national-territorial units for ethnic minorities launched since 1955, caused, despite the expectations, their drive to move out of China, and Kazakhs were among them. Kazakhs could return but not within the ethnic repatriation process,

but as the granting the right to return and mission/responsibility to protect taken upon as a commitment by the soviet regime. The sources for the paper (archival materials, the official soviet government documents) will be analyzed with theoretical concepts of repatriation (refugee repatriation).

Key words: repatriation, Kazakh return from China, Stalinist regime, right and mission/responsibility to protect

Will the U.S.-Mexico border wall fulfill its purpose?

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Abstract: U.S.-Mexican border wall is one of the discussed issues nowadays. This idea of building the wall was developed by present President of the United States of America Donald Trump. President Trump believes the wall will reduce the number of illegal immigrants and drug trafficking. However, there is a diversity of factors which may be influenced by this decision. The topic has two contrasting sides. On the one hand Trump states the wall will prevent drug trafficking and illegal immigration, on another hand Democrats state president overestimates the power of physical wall. In my study I have found advantages and disadvantages of the physical wall, on which fields will the wall influence, how people react on the decision of President Trump and other ways to fulfill the purpose of the wall. I have made a research and two interview regarding this theme. As a result, most of the people are not satisfied with the President's decision. Moreover, I have found the reason why they think so. In my study I have found the ways people traffic drugs and cross the border. The studies have shown there are other more effective ways to prevent problems.

**The Escalation of Trade Wars between China and the US:
An assessment of the influential of Section 301 of the Trade Act of 1974**

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The trade wars between China and United States (herein after: U.S.) have become extremely serious since 2017. The public reason to start this trade war for Donald Trump is trade deficit by China. According to the data from U.S. Census Bureau, the trade in goods imported from China was 505470 million dollars; the figure of export was \$375576.4 million. So from U.S. perspective, the trade deficit was 375576.4 million dollars and it increased yearly.⁴⁴ In addition, many U.S. citizens and politicians consider the trigger of the recession of economy of United States (for example, the problem of unemployment) is China's unlawful conduction. The Congress pressed the president to take real measures to 'punish' the China. U.S. President Donald Trump pledged to fix China's unfair subsidy behaviors in his election.⁴⁵

Therefore, August 2017, The Office of the United States Trade Representative (herein after: USTR) launched a Section 301 of the Trade Act of 1974 investigation towards China on intellectual property rights. The Special 301 Report identified China causing the huge loss of intellectual property industry. The brief result is that the U.S. believes Chinese laws undermine intellectual property rights by forcing foreign companies to engage in joint ventures with Chinese companies, which then gives the Chinese companies access and permission to use, improve, or copy their technologies.⁴⁶ The U.S. also claims

⁴⁴ US Census Bureau Foreign Trade Division, "Foreign Trade: Data," United States Census Bureau, accessed December 12, 2018, <https://www.census.gov/foreign-trade/balance/c5700.html>.

⁴⁵ "2018 China-United States Trade War," Wikipedia, December 12, 2018, https://en.wikipedia.org/w/index.php?title=2018_China%E2%80%93United_States_trade_war&oldid=873299733

⁴⁶ "Section 301 FINAL.Pdf," accessed December 13, 2018, <https://ustr.gov/sites/default/files/Section%20301%20FINAL.PDF>.

that China fails to recognize legitimate patents and copyrights, and discriminates against foreign imported technology.⁴⁷ These are demonstrated in *2018 Special 301 Report*.

This event has a great impact on the economy, policy and so on. Especially from international relationship and legal perspective, the trade war event is so meaningful. For example, the trigger of the trade war is the domestic policy of intellectual property. Here are some questions about the minimum protection standard of intellectual property right. Under the WTO framework, this question should be regulated by the *Agreement on Trade-Related Aspects of Intellectual Property Rights* (hereinafter: TRIPS). While U.S. ignored the WTO framework when USTR think the policy in China impair the domestic interest of U.S. but launched the Section 301 of the Trade Act of 1974 investigation of states. In other words, U.S. did not choose WTO framework but domestic law to solve the disputes between two countries. Therefore, my research question is **What is the influential of the US domestic law-Section 301-in the dispute between two counties?** In order to clarify the influential of Section 301, it is inevitable to understand the Section 301. Firstly, the brief history of this statute and describe it objectively. Secondly, under this multilateral agreement, the opinions of some countries' scholars in Section 301. Then, through the case to specify the certain provisions. Finally, giving the conclusion of the research question.

To analyze the question mentioned above, the methodology to help to understand the question is to know the legal resources. As the research question per sa is the statute of United States, the legislation need interpretation, which is the first step. Then, the opinions from scholars are main part. Case analyses are also a useful way to give the conclusion.

⁴⁷ "Section 301 FINAL.Pdf."

Digital Silk Road: Opportunities and Challenges

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Abstract: The ancient historic trade route between China and Europe is coming back to life as one of the ambitious infrastructure projects of the XXI century. In 2013, President XI Jinping announced all-encompassing campaign “Belt and Road Initiative” directed to restore old trade routes, upgrade infrastructure in the region and boost economic connectivity from Asia to Europe. The project has been commonly associated with physical infrastructure, comprising “belt” of overland corridors and “road” of shipping lanes. However, besides the physical infrastructure the Initiative goes into digital dimension entitled as the “Digital Silk Road”. The digital blueprint was disclosed in 2015 with the purpose to create “a community of common destiny in cyberspace” by building cross-border digital infrastructure and encouraging innovation-led development in countries along the route. This overlooked component of BRI deserves closer attention because it could have far reaching consequences in the context of coming years of fourth industrial revolution. Thereby, this paper based on the empirical and qualitative research, primarily focuses and examines in detail the nature of DSR, its main goals and priorities. Moreover, drawing on the case study of Kazakhstan, this research paper identifies possible opportunities and investigates potential challenges and risks which DSR program could bring in. By that, this paper argues that despite possible pitfalls, DSR could be considered as an impetus to the evolution of digital transformation in Kazakhstan. New technologies and investment offer a vast space for cooperation, particularly in smart cities, e-commerce and telecommunication, that bring immense positive implications for Kazakhstan's growing needs for digital infrastructure and connectivity.

Keywords: OBOR, Belt and Road Initiative, Digital Silk Road, Kazakhstan, innovation, digital economy, digital infrastructure, technology

Translanguaging and Identity: A Case of Urban Chinese Kazakh Students in Kazakhstan

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Abstract: Although several studies have presented the identity tensions between local Kazaks and Chinese-Kazakh groups in Kazakhstan, analysis of the language and identity among China Kazakhs in urban educational context remains a noteworthy gap in research literature. Different from the way that previous ethnographic data reflected the strong self-ascription of “real Kazakh” identity among the Chinese Kazakhs in rural areas, this research will attempt to investigate multilingual Chinese-Kazakh young adults who were educated by Mandarin-medium in urban Xinjiang before their arrival to Kazakhstan. My proposed study follows Norton (2010)’s description of the dynamics between discourse and identity, conceiving language as its social means to position and reposition our sense of self in the social world. The theory of translanguaging was adopted to analyze the ongoing story amongst urban Chinese-Kazakh university students in Kazakhstan. In my project, the overall purpose is to describe the identity positioning and repositioning of three female students: through analyzing their translanguaging performance in an English-medium university of Almaty. Semi-structured interviews, observations and recording of naturally occurring conversation will be conducted as a means to examine the creative moments of multilingual practice amongst the participants in my research. I assume that the participants will be defined as ‘unqualified’ multilingual speakers if they lack the repertoire of Russian, which remains the superior choice of communication in urban regions (Smagulova, 2016) based on the present context of Kazakhstan.

Keywords: translanguaging, multilingualism, ethnicity

The Impact of Persian literature to the Central Asian society values

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Abstract: Under diverse influence on the twentieth century, Central Asian literature got developed. Persian literature has played the most important role for the Central Asian countries and spans over two-and-a-half millennia. It includes oral compositions and written texts in the Persian language, also it is one of the world's oldest literature. In addition, Persia gave us incredible scientists and writers. Farsi language and literature had a significant influence on Central Asian society's morals and values that can still be noticed in the modern century. Central Asian writers have taken advantage of weakened ideological constraints to get closer to society's problems and to delve deeper into the human condition and from a more personal perspective than was possible since the 1920s, many of them looked inward for literary themes and spoke directly to their readers. Many poets in the 1970s and 1980s turned from great civic issues into their own thoughts and feelings, for instance, women poets wrote about beauty, love, and family in a deeply personal lyric, poets have shown great concern about the philosophical and social nature. Persian history and literature is significant to the Central Asian people and its influence on their values, lifestyle, behavior, and actions. Additionally, people think the same way and prove that even nowadays it inspires them to shoot movies, write lyrics, and create music.

Key words: Persian classical literature, poetry, philosophy, influence

Does perfectionism change people's behavior?

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Abstract: The study illustrates the effects and outcomes of perfectionism and the tendency to be perfect always and everywhere. The topic of this research is relevant to people with all kinds of occupation: pupils, university students, doctors, teachers, professor, nurses, retirees and etc. Moreover, this particular research is eligible for parents who expect their children to set unattainable goals, succeed in all spheres of life and strive for perfection. In addition, one of the main goals of this study is to understand the negative and positive sides of perfectionism and to apply this results in order to prevent the disadvantageous outcomes of perfectionism from occurring. The research consists of literature, research, books and journal articles that were analyzed previously. Besides, in order to make it as accurate and credible to the reading audience as it is possible, several data collection methods such as: interview and questionnaire were conducted among current university students of different countries and people with other professional backgrounds as well. Despite studying the effects of perfectionism, this issue is still arguable and may be seen from various perspectives and life experiences. For some people perfectionism might be the motivation to succeed everywhere while for others this is drawback that effects mental and physical health as well as emotional. Therefore, this research will provide primary and secondary data to discover the results and circumstances led by perfectionism that either encourage or discourage academic performance.

Key words: self-esteem, adaptive perfectionism, maladaptive perfectionism, tendency to be perfect everywhere, mental health, physical health, career development.

Home delivery service and Lack of social activity

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Abstract: In modern society, there are many problems generated due to the development of technology. Home delivery service is one of the most convenient systems for modern humans. Moreover, recently they are combined with new technologies such as the internet and becoming broader to extend their role among people. However, the delivery service which is very convenient could intensify certain problems in modern society as well. One of the most problematic issues that occurred in our society is the lack of social activity. In some countries, the number of people who has a lack of social activity and became Hikikomori is steadily increasing. Why this kind of social issues are occurring and what kinds of elements intensify them to be more problematic? If this problem is getting more and more problematic as much as the delivery service technologies develop, there must be an interactive influence between delivery service and lack of social activity. In addition, there is very much difference in each county about the home delivery service. Through this research, the researcher could identify the influence of home delivery service development to social activity. Moreover, this research found a way to minimize the problem in our society. This research is focused on psychological reasons and living environment changes.

Key words: delivery service, social activity, hikikomori, psychology.

How does food choice affect mood in young people?

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Abstract: The main purpose of this research project is to evaluate the importance of several products that could have a big influence on teenagers' mood aged from 16-21 during the puberty and hormonal shifts. Mood is a significant factor that affects our mental health. According to Asanova (2016), more than 200 thousand people with mental illnesses are placed on a register. Usually people do not pay so much attention to food that they choose and do not know that food preferences could have such a big influence on our mood or even on our mental health. Sugar, caffeine, fast food, healthy snacks, vegetables, fruits and soda affect not only our health but they also could affect our mood and emotions. Mood plays a significant role in our lives because it might influence on our decisions that we take during our life and also it is important indicator of our mental health. We could control our mood swings or make this period of our lives happier and easier by consuming food that directly influence on natural endorphins. Monroe (2018) informs us that "What we eat and how we eat it are closely associated with our emotions and mental health" (para.1). Furthermore, by implementing knowledge of food choices we could deal with such horrific problems as anxiety disorders, depression, trauma and make difficult age more favorable for teenagers.

Key words: food preferences, mood, health, behavior

Causes, effects, and solutions of water scarcity in Central Asia

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Abstract: 2018-2028 have been proclaimed the years of “Water for Sustainable Development” by the General Assembly of the United Nations (UNESCO, n.d.). This research study is targeted on one of the global topics-water scarcity. One of the regions facing water scarcity is Central Asia. In this research I intend to find out the main factors causing shortage in the area, its effects and best solution for it. The results will be found through interviews and survey. In survey there will be citizens of and people living in Central Asia and in interviews there will be people with experience in this field will be involved. They are directed in researching how big of a problem water scarcity is in people`s point of view, how does that problem affect the development of the country, if all the existing water in Central Asia is being used today and finally, will Central Asia fight over water in future. Besides, these methods used for data collection there are other literatures used to compare the findings from the research and available resources.

Key words: water, scarcity, effects & solutions, sustainable development

Corporate Governance Mechanisms, Country Governance Quality, and Environmental Performance

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&
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Abstract: The aim of this study is to empirically investigate the relationship between corporate governance mechanisms and environmental performance. Specifically, we examine the effects of board characteristics and country governance quality on individual dimensions and the overall level of environmental performance through the lens of agency, resource dependency, and institutional theories. We use firm-level data of European companies operating in 22 countries from 10 different industries for the period of 2009-2016. Our empirical findings suggest that board gender diversity and the presence of a CSR sustainability committee have a positive impact on individual dimensions and the overall environmental performance. In addition, country governance quality is found to be positively related to environmental performance. However, our findings show that specific board characteristics such as board size, board skills, board diligence have no impact on environmental performance. Our findings have important implications for practitioners, regulators, and policymakers with respect to the effectiveness of corporate governance mechanisms and country governance systems in addressing firms' environmental risks and determining corporate environmental practices.

Keywords: Corporate governance, Board characteristics, Environmental performance, Country governance quality

Systemically important banks in Russia, Kazakhstan and Belarus

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Abstract: The Global Financial Crisis is full of examples of large banks' failures and, for some of them, costly bailouts by governments resulted in huge social costs for national economies. Are large banks different in terms of risk-taking and performance? Using annual data from 2008 to 2017, this research work analyzes regulation, risk and profitability of domestic systemically important banks in Russia, Kazakhstan and Belarus, the founding states of the Eurasian Economic Union. We report that assessment methodologies and regulatory treatment of systemic banks differ across sample countries. We find that systemic banks operate at better capitalization, lower loan losses and weaker funding liquidity compared to non-systemic peers. The results, however, are in contrast to findings for systemic banks from developed economies. Moreover, Eurasian systemic banks are less profitable in terms of the net interest margin but have been able to improve the return on assets during the last years. The results strongly support the Basel III capital and liquidity surcharge for systemically important banks in the region.

**Bank specific, macro and industry specific determinants of bank performance and risk.
The case of Kazakhstan.**

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Abstract: Aftermath the global financial crisis many of the superior, in economic terms, or as many call them, developed economies struggled with the problems that they themselves have accumulated during pre-financial crisis times neglecting seemingly obvious growing financial problems. The crisis hit strong, leaving these, seemingly, developed countries in a condition when they were not able to stand still and hold the blow. This paper, however, examines the condition after and during the financial crisis of the performance of banking industry in the transitional economy of Kazakhstan.

We mainly, in a broad spectrum, focus in this paper on the effect of risk and growth on the performance. As these two variables are, happen to make the most contributing and explaining the performance factors. The banking industry is the main locomotive or the domain of the developing countries' economies, or the countries recently switched from planned to open market conditions. Therefore, the reforms and many economic and political actions from the governing bodies particularly in transitional economy of Kazakhstan are directed first to improve and help exactly the banking industry as it appears to be the core point or the veins of the country economy development resembling the whole state economic perspective.

This paper examines quarterly based panel data over ten years from the beginning of the crisis of 2008y up until to the 2018y of ten Kazakhstani banks. For the measure of the risk, we apply Z-score that explains the financial stability that affects the performance. As for the performance itself, accounting terms like ROA, ROE, and NIM are taken with the consideration of macro and bank specific variables. We expect that the findings will help clarify the necessities for the enhancement of policy implications; regulation and supervision of the different aspects of the risk possibilities in the banking industry that might help improve the general state economic condition.

Key words: Bank Performance, Bank Risks and Bank Growth.

Post-Acquisition Performance Measurement in Mergers and Acquisitions

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1. Introduction

Nowadays Mergers and acquisitions (M&A) have become one of the most important corporate events not only in developed countries but also in emerging markets. With the aim of effective use of resources, companies are able to re-allocate the resources both within and across the industries by using different types of M&A. The benefits from M&A in the form of improving operational efficiency and taking advantages of other types of synergistic gains can only be possible through proper design and execution of M&A process.

Since the interests and wishes of stockholders of at least two companies are involved, the evaluation of success level of executed M&A activities is of high importance. In addition to this, especially in emerging markets such as Kazakhstani market, it is generally true that the companies involved in M&A form a crucial part of the whole industry. As a result of this, their post-acquisition performance may influence the whole economy.

There are many academic researches on the topic of evaluation of companies' post-acquisition performance. This topic is connected to the topic of studying the motives of M&As as the companies should determine their motives and expectations from M&A first and then start evaluating whether they were reached or not.

What inspired me to undertake this study is the fact that the stockholders initially have some motives and expectations from M&A and then after the execution of M&A have the right to know the true success level of M&A activity.

1.1 Objectives of the Study

Like in any other academic research, my objectives in this study can be grouped as general objectives and specific objectives. Learning all the details of M&A process including evaluation methodologies, execution process, classifications, legislation and of course accounting issued involved in M&A are among my general objectives.

As a specific objective, I would like to concentrate on the analysis of emerging markets' M&A activities. People want to know about the success level of M&A activities in emerging markets where there are generally lack of specialists. My special concern is to link the stockholders' initial expectations with post-acquisition performance of the joined company. The reason being for such an approach is that a new company organized as a result of M&A may perform positive results when looked at the financial statements but it may not be enough to satisfy the stockholders' expectations. In order to determine the success level of M&A, my approach for this study will be to reconsider and reevaluate post-acquisition performance of M&As by comparing it to the initial expectations related to particular M&A.

1.2 Research questions

The main research question of my study will be concentrated on deviations of the post-acquisition state of the joined company from the expectations initially injected to the process of M&A. And consequently, my research questions will have such a a general form as what are the differences between post-acquisition performance of combined company and expectations of stockholders of both companies?

The reason being for such a research question and my general approach for this study is that people's satisfactions come from meeting their requirements and expectations but not just from simply nominal positive change compared to the previous state of it.

More specifically my research question will be related to evaluating and comparing accounting financial statements of combined companies with the expected financial statement results and consequently may take such a form as: What is the deviation of post M&A income results from stockholders' expectations related joined company's net income results?

1.3 Scope of the study

My special area of interest will be to concentrate on emerging markets. Kazakhstani and Russian M&As are very good candidates for being covered by my study. The reason being for this is in the limited number of academic papers written and researches done for this region on the topic of M&A.

1.4 Significance of the study

I would like to start the description of the importance of my study with myself, as this study gives benefits to me as a researcher. As a part of my future study in DBA program in accounting I am planning to do the group of researches related to the analysis of emerging markets' M&A. It will enrich my knowledge base both in finance area in such issues as understanding the process of M&A and in accounting area by researching accounting principles of M&A events.

According to my expectations, this study will be of high interest to other researchers too because the research question is relatively new for our area and also the study includes the background and statistical information on M&A in emerging markets.

Also this study is expected to have a practical importance. People can observe series of M&A activities in Kazakhstan nowadays. Acquisition of Qazkom by Halyk bank is an example of that kind. And as we know one of the initial expectations from this acquisition is to increase the competitiveness with foreign banks when our banking sector will become more open to foreign banks. All parties involved in this process will be willing to know what happens to competitiveness difference between these expectations and actual level of competitiveness after the acquisition.

2. Literature review

As my study focus will be on comparison between post acquisition performances and the expected results or motives of M&A, the literature on both motives and performance evaluation are covered by this review part. Obtaining the synergy effect from M&A is a common goal of all such events. Synergy is achieved when the value of the combination of the two firms is greater than the sum of the two stand-alone values (Jensen and Ruback, 1983; Bradley, Desai and Kim, 1988)

The synergy benefits can be financial statement or market related. By financial statement related it is meant that such improvements as cost reductions, revenue enhancements, tax advantages. Market related benefits include all kind of stock price and market share increases as well as positive reputation changes. According to Doukas and Travlos (1988) companies can even obtain cross border diversification access to foreign markets through M&A. The expectations may be in the form of “corporate governance transfers” as Wang and Xie (2009) conclude and this synergy then may be shared between the merging firms. The same corporate governance benefit and especially across different countries having different corporate governance standard were mentioned by Bris and Cabolis (2008)

In addition to this researchers mentioned different sources of tax shields of target companies as motives for M&A. In this context Scholes and Wolfson (1990) shows how the US tax reforms of the 1980s influenced M&A market. The tax regimes differences influenced some cross-border acquisitions according to Manzon, Sharp and Travlos (1994). Some researchers even raised the question of quality of benefits from M&A. For example, Houston, James and Ryngaert (2001) provide evidence of positive synergy gains on the basis of bank mergers. These gains were due to cost savings but not revenue increase after the acquisitions.

The next part of the researches is related to the measurement of the gains from M&A. There are researches concentrating on market value related measurement techniques. For example Bradley, Desai and Kim (1998) and Servaes (1991) use cumulative abnormal return (CAR) of the combined company. At the same time there are researches such as Wang and Xie (2009) using accounting measures of efficiency and performance improvements to conclude about the success of M&A. My research will of course include the analysis of other studies as well but the common thing for all of them is that the success level of M&A is judged based on the comparison of pre and post-acquisition state and the principle of 2+1 must be equal to 3 or greater.

3. Methodology

My study will include both primary and secondary data. Comparative analysis based on financial statement figures pre and post- acquisition will require the use of secondary data. Also the uniqueness of my approach is that in addition to traditional quantitative performance measurement techniques, I will be using surveys too. These surveys will be needed to find out the initial expectations of the stockholders. And then, these initially expected numbers will be compared with post-acquisition performance of the combined company.

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Big Data Management: Organizational Challenges and Changes

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Abstract: Over the last years, big data represents one of the most relevant emerging topics. At the same time, there is a lack of research that evidence successful big data implementation in Kazakhstan. This paper aims to disclose the concept of big data and its practical application, to describe the process of change management and explore organizational challenges and changes that need to be in place to implement big data in Kazakhstani companies. The research methodology is based on a qualitative research using the in-depth interview technique with total 13 conducted interviews with industry experts. The research provides interesting and significant results that reflect the current state of the development of big data in Kazakhstan. Companies in Kazakhstan face number of challenges and problems at the implementation process related to the infrastructure, high entry thresholds, quality of the data, trust to the data, lack of specialists and the immaturity of the business itself. Apart from that, top managers have false expectations, as they perceive big data as a magic machine that can solve all problems. Coming to the change process, the interviews reveal that the majority of companies do not follow any specific models or best practices to manage the changes brought by big data. Each company manages changes differently. High importance is given to the managers leading the change and to their background because it affects whether the change will be less painful. Big data is cumulative in nature, having a good team will bring valuable results in the future.

Keywords: big data, application of big data, challenges, change management, big data in Kazakhstan, implementation, change models, manager's role, data-driven culture, organizational models.

Challenges and Opportunities of Inclusive Education in Kazakhstan

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Abstract: The goal of this this work is to find out about the possibility to introduce inclusive education into Kazakhstan education policy, as well as indicate it is benefits with challenges of implementation. Every year in the world increases the number of children with disabilities and special needs. There are they in the Republic of Kazakhstan. The education system and the parents of such children face the issue of their education. Inclusive education in Kazakhstan is a real opportunity for adequate socialization of children. Inclusive education is a special system of preschool and school education and training, which involves the involvement in the process on equal rights of children who do not require psychophysiological assistance and those who need it. In simple words, this is a school where children with disabilities and students, who do not have psychosomatic abnormalities, are taught in the same class.

In the project was invited for the participation around 15 students as well as two qualified staff members. The combination of interviews with questionnaires gave an opportunity to establish detailed results and observe situation from different perspectives, which helped to answer the research final questions “How well people in Kazakhstan are informed about inclusive education?” and “How we can improve situation with inclusive education in our country?”

Chief Marketing Officer Characteristics and Corporate Social Responsibility Performance

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Abstract: Academics and practitioners question the impact of chief marketing officers (CMOs) on financial performance. Whereas some studies report on firms benefiting from the CMO's presence, others show no positive impact on corporate performance. There is one area where marketing's role has been perceived as a negative one: sustainability and corporate social responsibility. Although the literature on the relation between CMOs and financial performance is abundant, studies that investigate the impact of CMOs on CSR and its sustainability performance are few. In this study, we examine whether CMO characteristics are linked to CSR performance. We suggest that the presence of CMOs increases interest of C-suite in firm's CSR and sustainability initiatives and activities. This, in its turn, will improve corporate reputation and performance in CSR and sustainability. The data on characteristics of CMOs from S&P 500 companies will be collected manually from Bloomberg database. The profile for each CMO including age, gender, and education level, presence of bachelor and MBA degree with major will be indicated. Duration of CMO term in one company will be analyzed as well as previous experience in the role of CMO and its duration. The situation when CEO had a marketing background is taken in consideration. The data on firm's CSR and sustainability activities will be collected and performance to be analyzed using the data from CRShub connected to Bloomberg CSR/ESG database and Sustainalytics' database. We expect to provide evidence supporting our initial proposition that the presence of CMOs in corporate suite leads to a higher CSR and sustainability performance of the firms.

Keywords: chief marketing officer characteristics, corporate social responsibility, upper echelon theory, top management team

The influence of the motives on the buying intention in online brand communities

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Abstract: Nowadays more and more people are interested in digitalization. Thus, companies should not underestimate the power of the modern marketing mix. Social media is a part of all customers' life; thus, more and more people have their accounts in such mass media channels as mail.ru, Facebook, VK, Twitter, LinkedIn, Instagram, and so on. Despite of the fact that the primary purpose of social media is a communication between different people from all over the world, now, due to high engagement level, companies see the opportunities to increase their presence in such digital world for increasing the awareness, reminding about themselves, catching attention, and 2 way communication between customers/consumers and corporations. In order to do so, the official brand community pages are created.

The purpose of this paper is to understand the relationship between customers' motives (both hedonic and utilitarian), customers' engagement, brand attitude, and buying intention on the online brand community pages. The hedonic motives stand for fun, adventure seeking; however, the utilitarian is more rational based: customers try to reduce the amount of time, energy, money spent. Based on this problem exploratory and conclusive research designs were used. The 6 hypothesis were created in order to answer the 4 essential research questions. Both primary and secondary data were collected. The sampling technique, which was used, is a convenience. The questionnaire, which was made in English language, consists out of 7 blocks- 15 questions. 220 respondents go through it online. Such knowledge will be helpful in terms of better targeting, and differentiation point creation. Also, even if the bonds are investigated, still it is essential to keep in mind which online brand communities are interested for people, and why. Survey conducted through the online site survey monkey helped to

understand what aspects are appreciated by Kazakhstani internet users the most. Moreover, the analysis of 3 preferable brands from different product categories, such as cloths and shoes, food and beverages, and electronics, was made in order to correlate the aspects reached from the survey and reality. It was discovered that the hedonic motives are related with both customer engagement and brand attitude; however the utilitarian motives do not correlate with these aspects. There is the relationship between customer engagement and brand attitude, and the relationship between the brand attitude and buying intention.

The emotional motives are able to create the bond between customers/consumers and the brand/product. The Nike and Starbucks online brand communities choose the right direction by providing the information about the company's campaign, activities, interaction with customers in their communities. The Apple does not do the right action, because more utilitarian motives are involved. The success of this company is the product, but not the online community.

Key words: customers' motives to buy, hedonic motives, utilitarian motives, customers' engagement, brand attitude, buying intention.

Business Hospitality in Kazakhstan

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Abstract: This particular research is dedicated to the concept of “hospitality”. The concept of hospitality is common thing in all nations. Many researchers are interested in the concept of hospitality, a huge amount of scientific literature were dedicated to the study of this concept. In spite of the universal human values that are inherent to people with different nationality, race all around the world, every nation has its own spiritual, cultural and humanity values that are based upon nation’s history. Animating these values based on them to rise above is an aspiration of this period. When the vision of Kazakh nation is discussed, the word “hospitality” comes with it. The hospitality is consistently preserved in the ethno cultural mind of Kazakh nation, which will be inherited and mean significant term of cultural values. In this research of role of dastarkhan in the formation of business skills studied comprehensively, closely linking with the concept of hospitality and dastarkhan. In order to fully disclose the topic, a survey was conducted in three directions: representatives of the Kazakh people, representatives of other nations living in Kazakhstan and foreigners. Recalling the results of this survey, we prove that the hospitality of the Kazakh people can be offered as a national brand in the development of tourism in the country.

Keywords: concept, hospitality, dastarkhan, business skill, national code, national brand.

**B2B Trade Shows in Kazakhstan:
Determinants of Exhibitors' Satisfaction and Intention to Participate**

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Abstract: The study is aimed to determine the factors influencing exhibitors' satisfaction and behavioral intention to return to a trade show in a business-to-business context. The research is based on exhibitor model, stakeholder theory, three-component framework, and other conceptual frameworks. The main purpose is to examine three main dimensions of exhibitors' satisfaction: marketing objective effectiveness, high quality of service provided by exhibition organizers, and large business networks. The sample population (n=450) for this study is comprised of exhibitors participating in business-to-business trade exhibitions in Kazakhstan including participants from the Commonwealth of Independent States (CIS). The analysis of data included exploratory factor analysis (EFA) including Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT), confirmatory factor analysis (CFA), and structural equation modeling (SEM). The findings revealed that the marketing objectives and exhibitors' self-performance were major determinants of satisfaction. The findings of this study have practical implications for organizers of trade shows for determining marketing strategies to attract and retain exhibitors to business-to-business trade exhibitions.

Keywords: trade show, satisfaction, service quality, exhibitors, event marketing.

**The actuality of introduction to Business Intelligence Systems in the university course:
Microsoft Power BI facilities in the course of Decision Support Systems.**

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The modern business progress is definitely dependent on proper utilization of modern technological tools available both on on-line and off-line basis. With introduction of the new Information Systems minor, and then – new program of Bachelor of Information Systems in Business, the problem of the development of new up-to-date courses raised before us as OMIS department faculty. Thus, after learning many experiences of other high level world universities, and experiences of our KIMEP university students and graduates, it came to my mind to improve the design of new course of “IFS4204 Decision Support Systems” with more up-to-date topics for teaching students useful tools provided with BI software. In these terms Microsoft Power BI turned to be the most convenient and demanded in business software available on-line, and most importantly - available on free basis software, demanding professional office for installation. MS Power BI is considered as one of the most popular software used by business today [1].

MS Power BI provides with the most important types of business intelligence tool features and functionalities which are [2]:

- Dashboards
- Visualizations
- Reporting
- Predictive Analytics
- Data Mining
- ETL (extract, transform, load)

- OLAP
- Drill-Down

The utilization of MS Power BI gives many benefits in business and research as it helps to retrieve data on-line from different sources and in many formats (text, database, web, spreadsheet, etc.), it makes possible to transform data, to merge different data sets in one dashboard, to visualize and create well readable reports for further decision making.

Resources:

1. <https://mopinion.com/business-intelligence-bi-tools-overview/>
2. <https://selecthub.com/business-intelligence/key-types-business-intelligence-tools/>

ICT and its Role in Sustainable Tourism Development in Kazakhstan

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Abstract: Tourism companies have started to use ICT in their operations. This paper discusses an investigative study into the uses and applications of ICT for sustainable tourism development. Using a destination-focused perspective and through the undertaking of a worldwide study, this research examined how ICT can be used in the management of sustainable tourism. It presents a way of ICT-based tools for use by managers and discusses the opportunities in management for applying ICT to Sustainable Tourism development. Overall a total of 20 people from the various groups were participated. Each interview was transcribed verbatim upon completion. Despite the recognition and consensus that ICTs can play a strategic role for sustainable tourism development in Kazakhstan but till date it has been observed that ICT tools and its application is not very promising for sustainable tourism development. Although proper application of ICT can promote the Kazakhstan, marketing, information, EMS system, host community development etc., it has been observed that it has a very slow progress at study area but awareness is strongly creeping up.

Keywords: ICT, sustainable development, tourism, Kazakhstan

Introduction

The use of Information and Communication Technologies (ICTs) provides new opportunities for tourism companies in Kazakhstan. ICT usage has become indispensable in developing, reaching, and managing, as well as distributing tourism products worldwide. Prospective tourists nowadays have

more information and a variety of destination choices (Jacobsen and Munar, 2012). The rapid development in ICT have revolutionized the operations, and the way companies and countries lure tourists, thereby resulting in stiff competition in the global tourist sector (Tsokota et al, 2017).

The use of ICTs for sustainable tourism development depends significantly up on the existence of an ICT policy which signifies the official adoption of such technologies. Sustainable tourism requires management of all resources in such a way that cultural, economic, social and visual needs can be satisfied while maintaining artistic consistency, necessary ecological processes, and biological diversity and life sustain systems. Tourism as a technology based industry is now a well reputed body of literature since there is no suspicion that ICT has brought about a transformation to the tourism industry. ICT is not only a significant factor for destination competitiveness but it is transforming the tourism system worldwide with regards to configuration and operations of ICT use in tourism

In general, there is limited understanding of ICT usage in the tourism industries of Kazakhstan. The current body of literature fails to address the complex nature of the problem. A large body of literature across various fields such as Information Systems (IS), Computer Science, Development Studies, research related to technology adoption in developing countries and ICT for development, has shown that a number of factors affect technology adoption at the organizational level. According to Minghetti and Buhalis (2010) the pervasive use of ICT provides communication and multimedia tools to empower both tourists and destination countries, bringing mutual benefits. In this way ICT use in the tourism sector has the potential to improve the socio-economic status of developing countries.

Companies from travel, tourism and hospitality industry have started adopting robots, artificial intelligence (AI) and service automation technologies in their operations. Robots are being to greet guests at hotel receptions, serve food as waiters in restaurants, deliver room service orders, clean floors

and swimming pools, provide information at airports, and cook food in automated kitchen (Ivanov et al. 2017).

The advances in robotics, AI and service automation technologies (Bhaumik, 2018; Miller & Miller, 2017; Russell & Norvig, 2016) allow companies from different sectors to use ICTs to decrease costs, streamline operations, eliminate waste, and efficiency, which leads to huge transformations in business (Agrawal et al. 2018; Davenport, 2018; Makridakis, 2017; Talwar et al. 2017). There are a lot of opportunities for ICT to be used, such as to greet at hotel receptions, serve food as waiters in restaurants, clean floors and swimming pools, provide information at airports, and cook food in automated kitchens (Ivanov et al., 2017). Customers can search for travel information and book a trip via a chatbot (Nica et al. 2018) and can enter their hotel room with a mobile application on their smartphones (Cheong et al., 2014; Torres, 2018). The speedy flow of passengers through airports is facilitated by self-check-in machines, self-service baggage drop-off, and automated passport control with face recognition (del Rio et al. 2016; Gures et al., 2015; Ueda & Kurahashi 2018).

Some studies show that ICT usage affects sustainability. Sustainable development is based on four pillars: economic development, environmental protection, social and cultural development. Sustainable tourism is defined as all forms of activities, management and development of tourism that preserve tourism, economic and social integrity and guarantee maintenance of natural and cultural resources.

Problem and objective

ICT can play a very vital role for future sustainability of the destination. Lack of knowledge on ICT and its implication for sustainable tourism development amongst the stakeholders is a major issue in the area. Introducing ICTs alone will not meet the development challenge. For ICTs to succeed in Kazakhstan, education for all must be the first priority. Stakeholder's participation, awareness and

education towards the right application of ICT are required for sustainability and positive experience for the stakeholders. The objective of this research is to study ICT usage and its role in sustainable tourism development in Kazakhstan and at the same time overcome the barriers for future tourism sustainability. ICT can play a very vital role for future sustainability of the destination. Lack of knowledge on ICT and its implication for sustainable tourism development amongst the stakeholders is another major issue in the area. Introducing ICTs alone will not meet the development challenge.

Theoretical background

ICT. Information and Communications Technology (ICT) involves the use of computer hardware, software and telecommunication devices to store, manipulate, convert, protect, send and receive data (Olifer et al., 2006). ICTs are necessary components of all business. Nowadays, the use of ICTs is no more a distinctive characteristic by itself. Only an effective usage of ICT can help organizations and individuals gain competitive advantages (Bagio, 2004). It is easier for professionals to collect, store, manipulate and share data and information both individually and within organizations, small and large, public and private with the help of technological and computing devices. ICT has become an integral part of our daily activities and currently has an impact on the way we live, work and play to an extent that sometimes we barely notice its effect (Asabere and V. Doku, 2013). The growth in the use of networked computers is one of the most substantial trends in modern computing and ICT.

Sustainable development and its relationship to ICT. The definition of sustainable development has been subject to numerous interpretations (Butler 1999). According to Schauer (2003), sustainable development has four dimensions which are ecological, social, economic and cultural sustainability. Ziemba (2017) proposed an expanded sustainability which included four sustainability components, i.e. ecological, economic, social-cultural and political. Some studies show that ICT adoption affects the sustainable development. Schauer (2003) stated that ICT can contribute to the sustainable

development, especially to ecological, social, cultural and economic sustainability. Hilty et al. (2005) asserted that IS can facilitate the sustainable development by creating the kind of economic activity that harmonizes nature with human and social welfare in the long term. ICT has been identified as a critical enabler of sustainable development (Kayisire et al., 2016). Smartphones, Internet of things, Big data, radio frequency identification (RFID), artificial intelligence (AI), and geographic information systems (GIS) are some examples of ICT tools that have been deployed to support sustainable development across a variety of contexts (Koria et al., 2014). The application of ICT tools to promote sustainable travel is documented within the literature. For example, authors have identified time saving efficiencies from the application of ICT (barcoding, decision support systems, etc.) to haulier operations, improving the overall experience of the service providers and users (Sternberg et al., 2014), safety and wellbeing to use of ICT tools to support tourism.

ICT for Sustainable tourism development. Tourism has been transformed by ICT where technology has not only been an enabler of change but an inducer of change (Werthner and Klein 1999; Buhalis and O'Connor 2005). The travel industry now thrives on information where the effective use of ICT is critical for its competitiveness and prosperity (Law et al. 2009). While many scholars have pointed out the critical role that ICTs play in assuring the sustainable competitive advantage of tourism (e.g. Frew 2000; Buhalis and O'Connor 2005; Minghetti and Buhalis 2010) it is often not explicit how ICTs could enhance the social, cultural, economic and environmental dimensions of the tourism industry. Its specific application to sustainable tourism is still evolving. Tourism has the potential to be the major driver of economic wealth in the 21st century. Tourism is most ideally suited to adopt sustainability as a guiding philosophy. Based on observed practice, Mowforth and Munt (2009) describe tourism sustainability as a condition meeting four criteria: (1) Ecological sustainability; (2) Social sustainability; (3) Cultural sustainability; (4) Economic sustainability. Sustainability is a very popular trend in nowadays life, concerning development and operation, also in tourism sector.

Sustainable tourism is all forms of activities, management and development of tourism that preserve natural, economic and social integrity and guarantee maintenance of natural and cultural resources. Sustainable tourism concerns particularly important aspects such as competitive and socially responsible tourism businesses, the opportunity to participate in tourism for all citizens, good employment opportunities in the sector and benefit from tourism activities for the local community. Extensive attempts to implement the principles of sustainable tourism development are made both at the regional level and at the level of tourism enterprises (Niedziolka, 2012). The role of ICT usage in tourism cannot be underestimated and it is crucial driving force in the current information driven society. It has provided new tools and enabled new distribution channels, thus creating a new business environment.

Methodology

This research benefits from qualitative method to identify the current barriers and opportunities of ICT and its role in sustainable tourism development in Kazakhstan. The data is collected through in-depth face to face interviews with Kazakhstani companies. In a qualitative study, interviews are the key and help researchers to focus directly on the research topic by providing perceived causal inference and explanations of the research topic (Englander, 2012; Kipkulei, 2013; Yin, 2013). Interviews are the preferred method of data collection when a researcher intends to probe deeper and ask follow-up questions to the participant's previous responses; interviews have a better rate of response (Stentz et al., 2012, Kipkulei, 2013, Halpern & Leite, 2015). Authors collected interview data from 20 companies in Almaty (IT and tourism companies), and asked open-ended questions to provide further insight to the study. Interviewees were selected based on their experiences, positions and familiarity to our research topic. Interview questions also covered areas to help understand the factors that influence ICT adoption and its role in sustainable tourism development within the organization. Collecting data at the participants' site and reviewing research data on other factors

affecting ICT adoption helped identify themes in my data analysis. Interview questions should be simple, and open-ended to avoid ambiguous formulations and to ensure the basis of the data collected is the invaluable personal experience of the interviewee (Halpern & Leite, 2015). Interviews, participant observations, and reviews of existing documents were appropriate to answer the research question because participants were able to provide information that led to determining the research theme. Member checking involves interviewing participants to collect data, transcribing and interpreting the interview data, and providing participants copies of the interpreted interview data to ensure the accuracy of data captured (Houghton et al., 2013; Yin, 2013).

Analysis and findings

Overall a total of 20 people from the various groups were participated. There are 2 groups of participants: (1) from ICT companies (6 respondents); (2) from local tourism companies (14 respondents). Each interview was transcribed verbatim upon completion. All respondents surveyed identified that ICT can be used for sustainable tourism development. Despite over two-thirds of tourism experts attributing that ICT can be used for sustainable tourism, in actuality, only 10% of tourism experts stated that ICT is currently being used to a great extent for sustainable tourism in Kazakhstan. Just under half (40%) identified that ICT is being somewhat used for sustainable tourism. Majority of participants suggested that regular innovations like AI, DMS, robots, etc. are very useful for sustainable tourism development. Proper coordination amongst different respondents to use the modern technologies in Kazakhstan helps sustainable tourism development. Opportunities are open to new markets and linkages and to create new areas, supply and facilities.

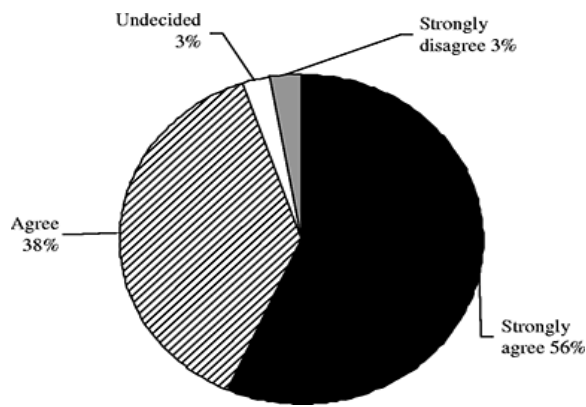


Figure 1. ICT – an innovative approach to
Sustainable Tourism development
(managers)

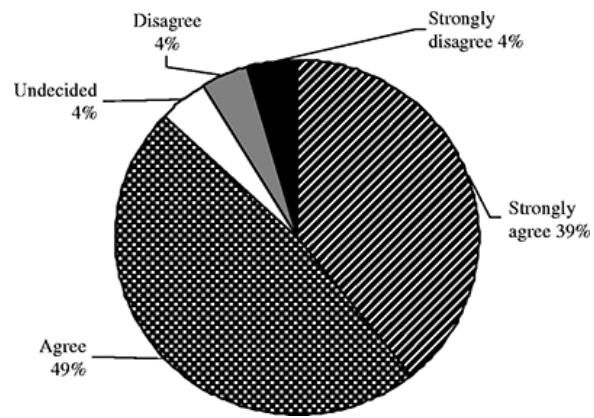


Figure 2. ICT – an innovative approach
Sustainable Tourism
(tourism experts)

There is a lack of instantaneous information sharing between the organization and other members of supply chain in Kazakhstani tourism sector. The main challenge is that there is no standardization of database formats and structures, which makes the sharing of information difficult. Also, we have a poor policy and regulation for the adoption and implementation of ICT in tourism sector. At the same time, there are many ICT applications which minimize the negative impact of tourism in study area and help to promote tourism and its future development. It is very difficult to change an old system overnight and adapt a new one. Investment is an issue for all major concern and at the same time existing technologies are also there. Respondents (businessmen) feel that familiarization with new technologies is a key and thus adequate training is required in order to achieve better results. ICT change the distribution of tourism products, for example, it is already possible to order pizza or search for destination via voice assistants. Also ICT allows companies to use predictive analytics and offer product suggestions based on customer's behavior (what customers would need before they have even

thought about it). Despite the recognition and consensus that ICTs can play a strategic role for sustainable tourism development in Kazakhstan but till date it has been observed that ICT tools and its application is not very promising for sustainable tourism development. Although proper application of ICT can promote the Kazakhstan, marketing, information, EMS system, host community development etc., it has been observed that it has a very slow progress at study area but awareness is strongly creeping up. Near future study area will promote sustainable alternatives through ICTs for green communication rather than traditional communication methods

Recommendations and Conclusion

This paper presents the results of a qualitative study on the current problems and opportunities of ICT and its role in sustainable tourism development in Kazakhstan. ICT plays a critical role in the sustainable development in tourism sector. Application of sustainability principles is the best way to preserve tourism destinations from degradation in social, cultural and environmental way. Sustainable actions can help lower operation costs by reducing generation of waste and usage of water and energy with the help of ICT.

Despite the acceptances of ICT as a strategic tool for sustainable tourism development, the research found out that there are a number of potential barriers to successful implementation of ICTs in sustainable tourism development such as lack of expertise in ICTs functionality and sustainability. In addition some respondent expressed concerns about the substantial capital cost involved in installing and operating ICT applications. Sustainable development principles are applied in tourism mostly when they are seen as profitable. Entrepreneurs in tourism industry introduce environmental friendly solutions mostly because of economical reason. A company that use ICT may boast positive word-of-mouth due to its image of an innovative company.

Future research may focus on empirical case studies showing how different travel, tourism and hospitality companies transformed their operations through ICT. Also research can elaborate on how ICT can contribute to sustainability and business stewardship in travel, tourism and hospitality.

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**The competence and potential of Kazakh railway to offer door-to-door multimodal
freight transport and logistics services**

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ABSTRACT

Purpose – The objective of this research paper is to examine issues and barriers to the development of door-to-door logistics system for national (Kazakhstan) and international (e.g. between China at the east and Europe at the west for ‘One Belt One Road initiative’) ways of their solutions, conduct an analysis of Kazakh logistic capacity with particular focus on rail freight transport system keeping the ‘Digital economy, Business and Society’ in mind.

Design/methodology/approach – The study assesses and identifies the barriers to door-to-door multimodal freight transport and logistics system; need for investments in transport infrastructure, in particular rail, to remove those barriers and develop a sustainable multimodal transport system. Towards this, analysing secondary data collected from relevant online sources, the paper explores the prospects for sustainable rail freight transport development in Kazakh railways with future integration with Europe, Russia and China.

Findings: Terminals may appear as an important barrier or enabler towards achieving a competitive multimodal rail service. The research attempts to seek a potential innovative solution to the barriers

identification and to provide recommendation. The research compares road with an intermodal rail-road solution, in terms of cost and time, for a door-to-door service along the selected routes/corridors.

Recommendation: The research recommends specific enablers to remove the barriers to developing Kazakh multimodal rail freight transport services as a transport chain partner along the supply chains in the changing market scenario ‘Digital economy, Business and Society’. The changing market scenario includes, among others, requiring “door-to-door” rather than 'terminal to terminal' and integrated service, competitive ability to attract rail cargo type, changes in the customer requirements (e.g. reliable service) and changes in the operational requirements and practices.

Keywords: ‘One Belt One Road initiative’, barriers and enablers, Europe, China, Russia, international partnership, door-to-door, rail freight transport, multimodal transport.

Campus violence. Causes and consequences: social exclusion, family and depression

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Abstract: Violence has never been an option to a problem, however, we face it in everyday life. While some individuals try to confront their perpetrators, some decide to be silent and restrain peace. Both choices may bring colossal and unpleasant consequences. Hence, violent act is incapable of bringing good to communities, and as once the famous Martin Luther King has said “Violence is immoral because it profits from hatred. It destroys the unity and makes the brotherhood between people impossible”. Violent actions are believed to have a common root. However, three major causes are the leading factors of violence. An initial reason is a family, the beginning of an each individual and the major factor of their future lifestyle. The first four years of the child’s life their brain develops and almost all children are beaten during their childhood. Consequently, they start life from violence and choose violence in their adulthood, since they experienced it in their childhood. The second factor leading to violence is social exclusion of an individual. Ostracized children experience emotional violence and negligence. Social exclusion is one of the major causes of depression, the last factor of violence. On one hand, depression is not considered as severe condition of an individual that brings violence. On the other hand, scholars have proven that depressed person is the subject of psychological issues who is capable of harming oneself in a form of suicide or other selves in a form of homicide.

The Effect of Financial Literacy and Internal Migration on Financial Inclusion in Kazakhstan

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Abstract: Recently, financial literacy has been an important issue to discuss all over the world. An increase in the financial literacy level of a nation can improve the welfare level of the country. Kazakhstan has not been a subject of research of this topic. Having conducted an original survey throughout the whole country (October, 2016), I find that the financial literacy level is relatively low at the moment. Therefore, financial participation of the population is rather weak. Adapting two *probit* models, I estimate the effects of financial literacy and internal migration from rural to urban area on financial inclusion. The results show that financial literacy increases the probability of financial inclusion, in particular holding a deposit, debit card, credit card or foreign currency. This paper also estimates the marginal effect of the interaction between financial literacy and living in rural areas, and financial literacy and migration from rural to urban areas, on financial inclusion. I find that living in a rural area significantly weakens financial participation. While being financially educated and living in a rural area does not actually change one's behavior in the financial market on average.

Keywords: Financial literacy, financial inclusion, internal migration.

Trade, Innovation, and Competition

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Modern global value chains feature a structure characterized by asymmetric power relations (Milberg, 2004), according to which lead firms on the top of the GVC tend to have monopolistic or oligopolistic market power and lower tier firms tend to face increasingly harsh competition. In addition, lower tier firms generally focus on less value-added activities and, according to recent research, especially firms from developing countries - after the 2008 crisis - face even more difficulties in upgrading (Nolan and Zhang, 2010 and Jiang 2017). These power relations, as noted by Jiang, reveal themselves also in terms of asymmetric bargaining power stifling real possibilities for firms from developing countries to upgrade. Firms in developed countries usually focus on high value-added production such as product development, design, branding, and advertising. What kind of trade and investment liberalization, and competition law policy allows for domestic industries to upgrade and contribute to the high-value production sector? What legal frameworks prevent this from happening and which ones facilitate instead these processes? Technologic advancement facilitates the globalization of value chains at unprecedented pace. But the existence of global value chains has to be paired with the new geo-political landscape of regionalized trade agreements, which create diverse patterns of economic integration and therefore also different conditions of competition. The link between technologic development, trade, and competition is not of a straightforward nature. This Panel will explore the nexus between trade liberalization policies, competition law, and innovation, in particular for transition and developing countries, by examining a number of interrelated topics, including: deregulatory policies in innovation sectors, competition and innovation, competition and IP rights, international antitrust infringements and impact on transition countries, adaptation of competition policy regimes to foster innovation, and adaptation of trade policies.

The Belt & Road Initiative

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The Belt & Road Initiative (BRI) is intended to intensify and enhance both bilateral and multilateral cooperation, and, hence, accelerate economic integration of countries along the route as well as support growth in trade across them. The BRI is open to all countries and organizations, but, emphasizes the importance of more than 60 countries in Asia, the Middle East, Eastern Africa and Eastern Europe. The BRI's maritime "Road" will be a major opportunity for consumer and industrial firms as it accounts for 63% of the global population and 44% of its GDP, excluding China. The BRI's landlocked "Belt" connects two of the world's largest economic regions: China and Europe. The route will emerge as a major logistics corridor and offers significant energy and mining opportunities. Any country with such a development strategy relies on upgrades and maintenance of its hard (i.e. physical transportation and communication networks) and soft infrastructure (i.e. institutions maintaining economic, health, cultural and social standards). The BRI goals are alignable with the participating countries' national development strategies. If implemented properly, BRI can become, be and stay mutually beneficial for all parties involved. The initiative is to facilitate integration within the BRI group of countries as well as the countries which are not directly involved into BRI projects. Thus, participating countries may increase their welfare and mitigate a wide array of risks.

Problems of Legal Regulation of Cybercrime

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Abstract: This paper analyzes the existing law on cybercrime on international, regional and national levels. It also focuses on international and regional legal approaches, which provides an overview of legal attempts aimed on the fighting of cybercrime. It argues with the legal determination of cybercrime on international and national levels. Initially, this work concentrates on revealing the problems of legal regulation of cybercrime and also regards and analyzes the real challenges of cybercrime. The paper presents and discusses each challenge, which are outlined by the author. Further, it develops the discussion forward the existing legal mechanisms and law on cybercrime. This paper also provides some recommendations that can be effective in solution of the problem of legal regulation of cybercrime. The research consists of three sections. After an introduction, it discusses the problem of definition of cybercrime. An overview of legal approaches is presented in the second chapter. In the third chapter author analyzes the legal challenges of cybercrime. Later, the paper summarizes the executed analyses and discussion and provides recommendations. As a cybercrime became a phenomenon and arises a real threat to a society worldwide, the discussed theme of the thesis is of high relevance. The objects of the presented thesis are international and national laws on cybercrime, international documents, relating to cybercrime. The subject of the research is cybercrime as a phenomenon and problems of its legal regulation. This paper is based on qualitative research, that includes record keeping by using and analyzing already existed reliable documents, referencing to the existed sources and process of observation, due to which information was gathered and analyzed.

Key words: Internet, Network, cyberspace, cybercrime, cyberattack, cybercriminals, legislation, legal mechanism, jurisdiction.

Issues and difficulties of the arbitration award execution and enforcement in Kazakhstan.

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Abstract: The selection of this topic from all available to me choices came as a natural extension of my internship I have had with International Arbitration Court in Almaty. This thesis, based on literature review and my experience, will cover an order of execution of the arbitration court decision in Kazakhstan and address the main issues and difficulties of the arbitration award execution process in Kazakhstan in comparison with an analysis of international practices. Additionally, my work covers the prospective ways for resolution of these challenges.

To date, the Republic of Kazakhstan particularly acutely faces the challenges related to the acceleration of an economic development and the improvement of its citizens' welfare. These tasks cannot be achieved without accelerating integration processes with other countries and attracting additional investments into the economy. The world events have demonstrated a simple trend where a law has become an international affair in which all countries are called upon to cooperate and to participate in the attainment of a common task, particular, in the area of the arbitration process and the arbitration award enforcement. The Republic of Kazakhstan as a part of the international community has accepted a concept that the mutual recognition of foreign decisions in civil cases increases the level of the investors' trust to Kazakhstani citizens, organizations and serves the purpose of the making the country more attractive for the investments and eventually facilitating an economical growth.

The Arbitration (or arbitral tribunal) does not belong to the state judicial system or is not part of the state courts. It shall be elected by either the parties to the dispute or by those entities (persons) to whom the parties have entrusted to make an election choice. However, an order of execution of the

arbitration court decision is determined by the legislation of the country where it is executed and in some of the cases it is required to be taken to the court for the resolution. The full enforceability and timely execution of the arbitral award establish not only the trust to the arbitral tribunal, but also, ultimately, the prestige of the State itself. Additionally, some international tribunal decisions have acknowledged “the complex relationship between investment treaties, emergency and human rights of both citizens and properties owners” and have demonstrated that there is influence of the human rights on investment arbitration, as the tribunals occasionally cite human rights documents as authorities for their decisions.

Data Protection Regime and Uniqueness of Legal Regulation in Kazakhstan

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Abstract: Kazakhstani data protection regime is in a process of formation and is slightly being introduced to the challenges of the modern industrial shifts and rapid technological advancements. This paper is aimed to analyze the quality of data protection regime and uniqueness of legal regulation in Kazakhstan. The relevant provision of domestic legislation expands the scope of regulatory acts, but is formulated ambiguously, creating legal uncertainty and loopholes in the law. The paper is considering a European Union's approach to data protection with GDPR's superficial analysis. In order to fulfill the following research question, the work aimed to establish a connecting factor between privacy and personal data in domestic statutes, then to consider an experienced international model of data protection regulation, and finally to discover correlation between international and domestic approaches to data protection. The comparative analysis of global model and domestic approach to data protection regulation is providing a hypothetical ground for the admissible perspectives of enhancement of legislative regime for Kazakhstan.

Bioethics in Kazakhstan: Legal Aspects

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Abstract: The work consists of an introduction, two chapters, conclusion, and a list of references. In the first chapter the theoretical and methodological grounds of bioethics' legal regulation in Kazakhstan are described. In the second chapter we determine the modern problems of bioethics' legal regulation in Kazakhstan and suggest their possible solutions. In the conclusion we present the main findings, which were made on the basis of complex theoretical analysis and the real juridical practice on bioethics in Kazakhstan and give our scientific propositions on the possible ways of the main legal problems solution, taking into account the practice of other states.