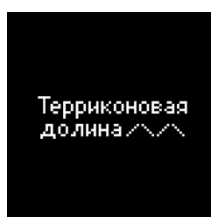


**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE  
REPUBLIC OF KAZAKHSTAN**

**KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ**



**INFORMATION LETTER**

**Dear students and colleagues!**

**Karaganda University of Kazpotrebsoyuz invites you to take part in the  
X anniversary international meeting of students**

**«Modern Youth: creating innovations – we strive for the future»!**

Today, the global community faces major challenges related to climate change, resource conservation, poverty reduction, innovation development and the creation of an inclusive society.

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

The International Meeting of Students will be held on April 10-11, 2025.

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

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

**The purpose** of the Meetings is to create conditions for self-realization, professional and creative development of young researchers, identification and support of talented youth in the context of digital transformation.

**Organizer:** Scientific Research Center for Sustainable Development and Creative Industries of the Karaganda University of Kazpotrebsoyuz.

**The program of the international student meeting includes:**

1. International scientific and practical **conference** of doctoral students, undergraduates and students "**AI & SDGs: Innovations for the Future**" under the auspices of scientific schools, Doctor of Economics, Professor Aimagambetov Ye.B., Doctor of Economics, Professor Alimbaev A.A., Doctor of Economics, Professor Lerner M.G.

2. "**The MIRAS Start-Up Challenge**" with a target audience from 16 to 30 years old.

Breakout sessions of the scientific conference "**AI & SDGs: Innovations for the Future**" will be held under the auspices of scientific schools (sections):

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

1. Artificial intelligence in public administration: new horizons and opportunities. Technical Secretary: Fribus A.A. a.fribus@keu.kz phone: +7 7059647052

2. Modernization of the economy of Kazakhstan: theory, practice and development priorities. Technical secretary: Ibraeva A.R., aika\_krg75@mail.ru, +77015336367

3. Leadership and innovation in management: new strategies for a sustainable future. Technical Secretary: S.E. Rymbekov, s.rymbekov@keu.kz, +77473977178

4. Actual problems of the world economy and international relations. Technical Secretary: A. Zeken, asem.zeken@mail.ru ,+77713848218

5. Ecological and economic assessment in achieving sustainable development. Tech.Secretary: Kuanyshbayev M.T., magzhan\_k.t@mail.ru ,+77003907527

6. Questions of linguistics and literature. Technical secretary: Mukhtar T.T., mukhtar.tt@mail.ru , +7 777399 9716

7. Modern pedagogical technologies in language teaching. Technical secretary: Yegorova A.A.,anastassiya.yegorova@mail.ru ,+77055897059

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

1. Innovative trends in the sustainable development of the tourism and hospitality industry. Tech.Secretary: Akhmetov A.S., ashat\_ahmetov\_94@mail.ru , +77012722968

2. Social sciences in modern society: new challenges and development trajectories. Technical secretary: Amandykova A.S., b.mukashevakeu.kz@mail.ru , 8,700 4747460

3. Law and digital transformation: challenges of the 21st century. Technical Secretary: Magdatova K.J., kmagdatova@mail.ru , +77784590358

4. Innovative technologies and methods of ensuring the quality and safety of goods and services. Technical secretary: Auez J.K., a- nastasiya00@mail.ru , 87759413511

5. Culture of interaction in the educational environment: the role of digital technologies and artificial intelligence. Tech.Secretary: A.P. Stepkin, stepkin2907@mail.ru , +77713365134

6. Current issues of training physical education teachers and sports managers. Tech.Secretary: Khramykina D.I., darya06072003@gmail.com , +7708863-0372

7. The innovative potential of modern youth of Kazakhstan. Those.Secretary: Kayrollaeva L.K., laura\_070687@mail.ru , +77017002122

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

1. Digitalization of the financial market in modern conditions of economic development. Technical secretary: Ibraeva A.D., simok79@mail.ru , +7-701-600-11-42

2. Innovative trends in logistics and marketing: the view of young researchers. Technical secretary: K.B. Konyrtaeva, k.konyrtaeva@keu.kz , +7-708-272-63-16

3. The future of accounting and auditing: challenges and prospects for a new generation. Technical Secretary: Amanzholova A. inkar\_kutzhan@mail.ru , phone: +7-776-517-30-79

4. Digital ecosystems and services: effective strategies for the development of modern platforms. Technical secretary: Kydyrgaliuli D., easukrg@gmail.com , +7 776 592 09 11

5. Higher mathematics and its applications in modern economic processes. Technical secretary: AlimovaB.Sh., b.alimova@keu.kz , +77085050395

**ATTENTION!**

*Please send the articles to the e-mail addresses of the technical secretaries of the sections.*

**The working languages of the forum are Kazakh, Russian, English.**

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

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

The authors of the best reports will be awarded with diplomas of I, II, III degrees and certificates.

According to the results of the conference, articles and reports will be published in the collection, its electronic version will be posted on the website of Karaganda University of Kazpotrebsoyuz - [www.keu.kz](http://www.keu.kz).

**Article formatting requirements**

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

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

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

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

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

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

*A sample of a properly designed article*

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

***MUSABEKOVA D.***

*student of the MN-18-2 group*

***JAZYKBAEVAB.K.***

*Scientific supervisor, PhD, Professor*

Karaganda University of Kazpotrebsoyuz,

Karaganda, Republic of Kazakhstan

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

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

Text. In the context of economic globalization ...

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

(Figure)

Figure 1 – Stages of PR strategy growth

*References:*

Additional information by phone: 8-721-244-16-34 (ext. 6564), 8-701-268-18-04 and on the website [www.keu.kz](http://www.keu.kz)

## **The procedure for conducting MIRAS Start-Up Challenge Startup Competition**

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

**The presentation should contain the following information:**

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

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

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

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

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

- An application indicating the participants of the project from 1 to 4 people (the application of the participants is attached), which is drawn up in accordance with the form specified in **Appendix 2**;

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

### **DEADLINE**

Please send the articles and the application for the international scientific and practical conference for publication by e-mail to the responsible technical secretaries of the sections.	April 06, 2025
To participate in the competition of innovative projects, you must send to KarUKazpotrebsoyuz: an application and an innovative project by e-mail: <a href="mailto:leila.nikkel@mail.ru">leila.nikkel@mail.ru</a>	April 01, 2025.

**The rules of the International Student Meeting**  
**"Modern youth:**  
**creating innovations – we strive for the future."**

**1 day of the Meeting**

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

**2 day of the Meeting**

9:00– 9:30 – Registration  
9:30 – 10:00–Opening of the StartUp Challenge  
10:00–13:00–Pitching  
13:00 – 14:00 – Coffee break  
14:00– 15:00 –Summing up, awarding and closing of the Competition.

## Appendix 1

**Application**  
for participation in the International Scientific and Practical Conference  
**"AI & SDGs: Innovations for the Future"**.

1.	Last name, first name, patronymic of the author (in full)	
2.	Full name of the supervisor. Post.	
3.	Academic degree, academic title	
4.	Full name of the educational institution	
5.	The address of the educational institution (including the city)	
6.	Contact phone numbers (with area code), e-mail	
7.	The topic of the scientific article	
8.	The direction of the conference	
9.	form of participation	

## Appendix 2

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

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