



20th
KIMEP INTERNATIONAL
RESEARCH CONFERENCE

“GLOBAL IMPACT OF CSR, ESG & SUSTAINABILITY: BRIDGE BETWEEN ACADEMIA AND INDUSTRY.”

14-15 APRIL, 2023

HOSTED BY KIMEP UNIVERSITY, ALMATY KAZAKHSTAN

20th KIMEP International Research Conference

by KIMEP UNIVERSITY and UN PRME CHAPTER EURASIA

***“Global impact of CSR, ESG & Sustainability:
Bridge between Academia and Industry”***

PROGRAM OUTLINE

DAY 1
14 April 2023

REGISTRATION

09:00-10:00

Recreation Area in New Building

COFFEE BREAK

09:00-16:00

Recreation Area in New Building

OPENING CEREMONY AND PANEL SESSION

10:00 - 11:30

Hall #3, New Academic Building

WELCOME SPEECH



DR. NEJAT CAPAR

Dean of Bang College of Business, KIMEP University

PANEL SESSION



MODERATOR

DR. HALIL KIYMAZ, CFA

Bank of America Professor of Finance
Crummer Graduate School of Business, ROLLINS COLLEGE



KEYNOTE SPEAKER

DR. AIGERIM KAUMENOVA

Chair of UN PRME Chapter Eurasia
Vice Rector for Global Partnerships, ALMAU



KEYNOTE SPEAKER

YULIYA YAKUPBAYEVA

Co-founder of National ESG-Club
Partner of the GPI Group of Companies



KEYNOTE SPEAKER

ILIYAS AKHAT

Specialist in Blockchain Technologies in ESG projects
Investment Director, Tengri Partners Principal Investments



KEYNOTE SPEAKER

DR. BRENDAN DUPREY

Founding Director of the Sustainable Kazakhstan Research Institute (SKRI)
Associate Professor, NARXOZ University

DAY 1
14 April 2023

PAPER SESSION

**CORPORATE SOCIAL RESPONSIBILITY (CSR)
AND
ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG):
SUSTAINABILITY**

13:30 - 14:45

Hall #2, New Academic Building

SESSION CHAIR:	DR. AURORA DIAZ SOLOAGA
PRESENTERS:	JESSICA NEAFIE/BRENDAN DUPREY/ARUZHAN IBKENOVA/KARINA ABDIMOMINOVA/ZHULDYZ RAMAZANOVA/ASSEM BAZARBEK Progress in implementing the Sustainable Development Goals (SDGs) in companies in an emerging economy: A case study of Kazakhstan
	ALTYNAI MURSALIEVA Determinants of Profitability in Mining Companies with focus on ESG: FGLS approach employed.
	AURORA DÍAZ-SOLOAGA / MEREDITH STOREY Responsible Management Education in Central Asia: challenges of a cross-cultural crossroad
	SOFIYA KHALIKOVA Carbon offsetting as a new tool towards net-zero: possibilities for Kazakhstan participation in compliance carbon market
	LAURA UNGAROVA Estimating effectiveness of tobacco control policies in Kazakhstan using synthetic control methods

COFFEE BREAK 14:45-15:15

Hall #2, New Academic Building

15:15 - 16:30

SESSION CHAIR:	DR. HALIL KIYMAZ
PRESENTERS:	HALIL KIYMAZ/ WOO SUNG KIM Do Founder CEOs matter in ESG performance in emerging markets?
	YULIYA FROLOVA Moderating effects of the HEXACO personality traits and the collective psychological ownership on the relationship between self-assessed collaboration skills and perceived corporate responsibility of employees in business companies of Kazakhstan
	KILIAN ROPETER Assessing the Success of the Eurasian Economic Union: Can the EAEU be considered a Successful Regional Project from Russia's Point of View?
	SYMBAT BEKMURATOVA Ethics, responsibility, sustainability issues for effective human resource management practice in Kazakhstan

Accounting/Taxation/Finance/ Banking/Business/Economics/Information Systems Session #1

13:30 - 14:45

Hall #3, New Academic Building

SESSION CHAIR:	DR.DANA ABEUOVA
PRESENTERS:	ASLAN TLEUGALIYEV Determinants of earnings quality and earnings management in mining industry: PCSE approach employed in the case of CIS region
	NURAKHMET ABDYKALYKOV

	Determinants for ROA and FSS banking sector in RK
	TOLEGEN KUANDYKOV Understanding behavioral finance: exploring the intersection of psychology and investing
	IQBOL MIRZOMURODOV Islamic banking and the COVID-19
	ALMA KUDEBAYEVA /DINA SHARIPOVA Changing well-being in Central Asia: evidence from Kazakhstan and Kyrgyzstan

COFFEE BREAK 14:45-15:15

15:15 - 16:30

Hall #3, New Academic Building

SESSION CHAIR:	MR. RUSLAN SAFAROV
PRESENTERS:	ALIYA TOEKENOVA Foreign direct investment in the case of Kazakhstan
	GULDANA UTAROVA The effect of the COVID19 Pandemic on the financial stability of the banking industry: the Case of Eurasian Economic Union countries
	ALIYA TOEKENOVA What factors affect future direct investment in the case of Kazakhstan
	SABINA KOKETAYEVA The efficiency evaluation of technological mergers and acquisitions of public companies in CIS countries

	<p>DMITRY VYATKIN</p> <p>Analysis of factors influencing the decision of residents of Kazakhstan to invest in the securities market</p>
	<p>GAUKHAR DABYLOVA</p> <p>The impact of financial development, economic growth, and institutional quality on renewable electricity output in Central Asia</p>

**International Relations/Management/ Marketing/Education/ Law/Journalism
Session #1**

13:30 - 14:45

Hall #203, New Academic Building

SESSION CHAIR:	DR. LIZA RYBINA
PRESENTERS:	<p>GULNARA KAZIEVA</p> <p>Forms of Languages through Sociologic Approach: Ontology Aspect</p>
	<p>GULSHAT ROZYYEVA</p> <p>Should I stay or should I go? Return migration or naturalization of Turkmen migrants in Kazakhstan</p>
	<p>SHAKHMARAN ZHOLDASKALI</p> <p>“Reassessing Legislation on Domestic Violence: The Perils of Protecting the Family Unit at the Expense of the Individual”</p>
	<p>KASSIYET OMAROVA</p> <p>Is there a paradigm shift in urban planning in Almaty?</p>
	<p>AKBOTA BAZARBAYEVA/ LIZA RYBINA</p> <p>Gender differences in marital preparation skills among young adults in Kazakhstan.</p>

COFFEE BREAK 14:45-15:15

15:15 - 16:30

Hall #203, New Academic Building

SESSION CHAIR:	DR. FEDERICO DALPANE
PRESENTERS:	AVINASH B.M/MEGHA B Implementation of Industry 5.0 in Kazakhstan – Opportunities and Challenges
	SABINA KOSSYMBAYEVA Issues of Rights Violation of Children with Psycho-Neurological Disorders in Kazakhstan in International Context
	AIGERIM DOSTIYAROVA / VLADIMIR GARKAVENKO/LIZA RYBINA Effects of Sexual Appeals in Advertising on Product Attractiveness and Purchase Intentions
	TERESA REILLY A Postcolonial Perspective on the Question of Russian NATO membership 1992–1996
	FEDERICO DALPANE A new phase of constitutionalism in Kazakhstan: the Constitutional Court
	ANEL RYSPAYEVA Intellectual property protection in international law and Kazakhstan's domestic law: contemporary issues and solutions

Accounting/Taxation/Finance/ Banking/Business/Economics/ Information Systems Session #2

13:30 - 14:45

Hall #204, New Academic Building

SESSION CHAIR:	DR. YULIYA FROLOVA

PRESENTERS:	IBRAIMOVA SANDUGASH Crisis in Human Resource Management
	AIYANA KLIM An investigation of the efficiency of online bidding platforms in Kazakhstan
	OLGA DIDENKO Legal analysis of factors, types of corruption and anti-corruption measures in the judiciary in Kazakhstan
	DINARA KOZHAKHMETOVA Gender differences in occasions for beverage consumption in Kazakhstan
	YEKATERINA TKHAY/VLADIMIR GARKAVENKO/LIZA RYBINA Factors affecting green purchase behavior in Kazakhstan
	ABYLAIKHAN TAUBALDI The challenges of the risk management and strategy development in the SMEs of Kazakhstan

COFFEE BREAK 14:45-15:15

15:15 - 16:30

Hall #204, New Academic Building

SESSION CHAIR:	DR. MAYA KATENOVA
PRESENTERS:	NUR YERKIN Training development of employees in multinational companies in Kazakhstan
	GULNAZ DIMENOVA The strategic management challenges of the oil-gas industry in Western region of Kazakhstan
	MAYA KATENOVA/ HALIL KIYMAZ

	CSR and firms' profitability: evidence from S&P 500
	DIANA RATBEKOVA The relationship between intellectual capital and financial performance of SME hotels
	AINEL APSALYAMOVA "Evaluation of the liquidity of securities for the purposes of the Central Counterparty (CCP) at Kazakhstan Stock Exchange"
	OLZHAS SHAGYROV Applicability of Netflix's human resources management model in Kazakhstan

**International Relations/Management/ Marketing/Education/Law/Journalism
Session #2**

13:30 - 14:45

Hall # 115, New Academic Building

SESSION CHAIR:	DR. NYGMET IBADILDIN
PRESENTERS:	ANARA BEKBOSSYNOVA The determinants of gender gap in oil and gas industry. Karachaganak and Kashagan fields' case.
	KASSIYET OMAROVA Is there a paradigm shift in urban planning in Almaty?
	AINUR YESZHANOVA The significance of Barack Obama administration's efforts in recovering from the financial crisis of 2007-2009
	AFINA KOLDURMIDI Online advertising and its effect on consumer behavior
	MARYAM AGHARABI Nostalgia and politics of memory on Russian television a literature review
	NYGMET IBADILDIN

	Kazakhstan's history of oil contracts and the renegotiation problem. Issue of CSR and inadequate taxation
	BAGDAT AKBIYEVA / ANITA HALNAZAROVE/ MURAT SEMBINOV Formation and approach to regionalism in the context of the Central Asian region
	BAURZHAN ZHOLGUTTIYEV Urban Community Participation: the case of Atyrau City

DAY 2
15 April 2023
COFFEE BREAK

09:00-10:00

Recreation Area in New Building

PAPER SESSION

Accounting/Taxation/Finance/ Banking/Business/Economics/Information Systems
Session #1

10:00-11:15

Hall #1, New Academic Building

SESSION CHAIR:	DR. DARIYA AINEKOVA
PRESENTERS:	AKBOTA AKKIN Factors affecting the satisfaction rate of Kazakh citizens with the government's responses to COVID-19
	TEMIR ZHURYN Management of change in Hino Motors Kazakhstan company: implementation of ASEC (after sales service evaluation and certification)
	BINURA BULATOVA Financial performance drivers of banks in the United States of America (bank specific, market structure, macro variables + dummy)
	MAIRA USSENOVA /ALIMSHAN FAIZULAYEV The impact of implementation of IFRS on Kazakhstani telecommunication companies

	<p>ANNA SHIN</p> <p>Determinant factors affecting the profitability of the banking sector after European Union creation.</p>
	<p>DANIYAR DYUSKALIYEV</p> <p>The effect of specific variables on leverage of banking system in UAE, Qatar and Saudi Arabia.</p>
	<p>JAHONGIR RAHIMOV</p> <p>Reaction of the stock market to policy rate changes: evidence from Kazakhstan</p>

**International Relations/Management/Marketing/Education/Law/Journalism
Session #1**

10:00-11:15

Hall #2, New Academic Building

SESSION CHAIR:	DR. ELMIRA BOGOVIYEVA
PRESENTERS:	<p>ALTYNAY MAMBETOVA</p> <p>The ESG and CSR factor in election programs in the 2023 Kazakhstan Parliamentary elections</p>
	<p>MARIA BAIDELDINOVA/ DANIIL LITOSH</p> <p>Recent law and policy developments in agricultural land market In Kazakhstan</p>
	<p>ANEL ZHETYBAYEVA</p> <p>“The impact of the popularity of a person's social status and gender, presenting people on ads and without in in Instagram ads on consumer purchases”</p>
	<p>TIMUR YESSEKIN</p> <p>Analysis of tendencies and consumer preferences in the Kazakhstan laptop market</p>
	<p>ELMIRA BOGOVIYEVA</p> <p>Moving consumers from disposability to sustainability: The Case of Jasylym Shop</p>

11:30-12:45

Hall #2, New Academic Building

SESSION CHAIR:	DR. VLADIMIR GARKAVENKO
PRESENTERS:	ALIYA SAILOVA Northern territories of Kazakhstan in Russian media: coverage and context
	LYUBOV INYUSHINA/ ARUZHAN BOLATBAYEVA/ KATERYNA RASSOKHA Animal fighting: legal and ethical aspects.
	MARIA BAIDELDINOVA Recent developments of the legislation on animals in Kazakhstan
	ESHEL ROSEN Environmental scarcity in the post-soviet space: lessons learned from the past
	ZHAMILYA ZAKARINA/VLADIMIR GARKAVENKO/LIZA RYBINA The influence of electronic word-of-mouth on trust and consumer purchasing decisions

PAPER SESSION

**Accounting/Taxation/Finance/Banking/Business/Economics/Information Systems
Session #2**

10:00-11:15

Hall #3, New Academic Building

SESSION CHAIR:	DR. ELДАР MADUMAROV
PRESENTERS:	IRINA KOVALEVA Gender wage gap and income inequality in Kyrgyzstan
	MURODJON JURAEV Capital structure determinants of the construction Industry

	ASSIYA MAMANOVA Profitability determinants of pharmaceutical industry in south Korea
	YAKOV SADCHIKOV Economic benefits of foreign tourism in Kazakhstan
	ELDAR MADUMAROV Can Block chain technology reduce information asymmetry?

11:30-12:45

Hall #3, New Academic Building

SESSION CHAIR:	DR. ALMA ALPEISSOVA
PRESENTERS:	DIANA DYUSSENOVA The Impact of Product Design on Customer Purchase Behavior in Fashion Apparel Industry: Cases of Kazakhstan and France
	CHINGIZ SAPARGALIYEV Analysis of the salient factors regarding customers' bank choice in Kazakhstan
	ARUZHAN JAMBULATOVA An investigation into the promotional preferences of clients and the effects of those promotional activities on performance
	DANIYAR SLAMKUL Digital transformation for e-governance: Implementation opportunities and challenges in Kazakhstan
	ASSEM KANATZHAN Liquidity risk drivers in French Banks (bank specific, macro variables + dummy)
	MIRA NURMAKHANOVA /ALMA ALPEISSOVA The impact of employees training on innovative activity in Kazakhstan

**International Relations/Management/Marketing/Education/Law/Journalism
Session #2**

10:00-12:00

Online

SESSION CHAIR:	DR. GERALD PECH
PRESENTERS:	YERNAZAR KUMAR Environmental journalism as a tool for raising awareness about environmental problems in Kazakhstan
	CHIA-LIN KAO National Narratives Framing Trends: Cases of the Great Patriotic War and the Second Sino-Japanese War
	ELODIE LAFONT Education reforms in Kazakhstan since the 2000s : Between the desire for internationalization and the consolidation of the national identity
	MANIZHA SHOKHNAZAR The impact of migration on well-being and marriage market: the case of Tajikistan
	CYNTHIA EKA WAHYUNI Kazakhstan's Multi Vector Approach in the Energy Game between EU and Russia
	TALITHA PALUPI Russian digital public diplomacy in Indonesia and Malaysia
	LUCIE TAFFORIN Eurasianism as a foreign tool: Kazakhstan and the Belt and Road Initiative
	AYNURA AYTURATOVA Civil Society and NGOs in Kazakhstan and Uzbekistan: A Critical Review of Progress and Challenges