

# KIMEP TIMES

SINCE 1995

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# Letter from Dr. Bang

With this special edition of the KIMEP Times, we are celebrating our long awaited return to our beloved campus, and extending the warmest welcome to those of you who are finally setting foot on these grounds for the first time as students. KIMEP University was founded nearly 30 years ago, and the foundational aim has never changed: This institution exists to give you exceptional educational orientation to excel as graduates, and your student experience should be enriching, exciting, and rewarding.

## World Class Academics

First, I would like to discuss KIMEP's world class academics, the most important aspect of your educational orientation, and the valuable educational opportunities that we are absolutely committed to providing to every student. You may wonder, what makes KIMEP University world class? The most important factor is our graduates, who are superbly qualified and have all the relevant skills and knowledge to match the demands of employability in the workplace. We constantly monitor the employability of our graduates, and now with 96% of graduates gaining employment within six months, it is one of the highest and most valuable returns on investment available.

## KIMEP's Qualified, Excellently Western- Trained Professors

For such education, KIMEP students are educated by a pool of excellently qualified, western-trained professors who hold terminal degrees from credible institutions—94 full-time faculty members, which totals 155 professors including adjunct faculty—and have a record of research. Further, our faculty development programs constantly refresh their skills in research and teaching through internal and external seminars and trainings. KIMEP is currently hiring 15 new professors: six in the Bang College of Business, five in the College of Humanities and Education, two for the Law School, and two professors in the College of Social Science.

## Program-Based and Institutional Accreditations

International accreditations are prestigious external recognitions, which reflect KIMEP's steadfast dedication to high-quality instruction, research, and student success, and demonstrate how our institution meets world class standards. KIMEP has achieved the landmark status as the first university in the history of Kazakhstan to earn institutional accreditation from FIBAA, in addition to numerous program-based accreditations. The Bang College of Business has received three program-based accreditations from different independent agencies and is currently striving to achieve

its fourth. Additionally, KIMEP has earned domestic recognition as the #1 Leading University among all Humanitarian-Economic universities in Kazakhstan, according to the 2021 National Rankings of HEIs by the Independent Kazakh Agency for Quality Assurance in Education (IQAA), and the Atameken National Chamber of Entrepreneurs voted and rated KIMEP #1 for employability and accreditation in 2019. All awards and recognitions are evidence of KIMEP's commitment to prepare students with exceptional academic orientation.

## Unique and Rewarding Student Life

On top of quality academics, a unique and rewarding student life is an essential component of your educational experience at KIMEP. As we return to campus, there is an array of extracurricular activities and competitions for your enrichment: contests in academic subjects, essay writing, speech delivery, journalism, and different sporting events, in addition to art exhibitions, and gallery events, and drama productions. So far, there are 17 events and competitions with cash prizes, and many more will be scheduled throughout the academic year.

## KIMEP's Core Values: Student-Centered Institution, Transparency, Integrity

KIMEP's differentiated student experience stems from our core value as a student-centered university. The entire university administration and I are fully committed to maximizing your wellbeing as students, and students represent a substantial voice in our key decision making bodies—where students represent up to 33% of the committee members on the academic council, budget and tender committees, in addition to the integral role played by the members of the student government.

## Student Government Plays a Key Role in University Management

I extend my sincere gratitude to the members of the student government, with whom I shared numerous important meetings during the key decisions of the past year. As the student government and management cooperate to overcome obstacles and share a mutual vision for improvement, KIMEP University achieves ever higher standards of excellence. I consider the genuine partnership between the student government and KIMEP's management team to be the cornerstone of our university's unique and enduring strength.





IMPORTANT

**Financial Viability**

The financial viability of any organization is a critical barometer to gauge how well any business entity is managed. In spite of the adverse economic shocks precipitated by the coronavirus, KIMEP’s budget committee made a remarkable achievement, and our university’s finances remain strong: The budget committee, comprised of students, staff, and faculty members, consistently introduce well-conceived budget plans, and we have saved \$15 million in our cash reserves, which is a safeguard for our institution and solely for reinvestment into our institution. This year we made the decision to increase salaries of faculty members and staff by, on average, 10% and 7% respectively, in order to offset the currency’s depreciation and retain our outstanding professors, who are recruited from the competitive

international market. In order to achieve orderly sustained improvements the quality of education and service is the foundation of KIMEP’s financial viability.

**The President’s Office**

My office is always open to concerns and requests from students. Now, we are considering new academic programs to add, and with sufficient student demand new initiatives are more than worth it. The staff members of my office are open and committed, so please share your questions and requests.

**Training Future Leaders**

There are many opportunities to gain first-hand practice of leadership through experience, including participating in student government. To become the future leaders of Kazakhstan

and Central Asia, the Leadership Forum is another excellent opportunity to glean lessons from distinguished executives in the public and private sectors.

**Investments into Hardware and Facilities**

Not only is the software of KIMEP University world class, but we are constantly making investments in our hardware to enhance our university. Last month, we held the opening ceremony of the newly renovated Valikhanov building, which has state-of-the-art sophisticated learning environments—including projectors, smart boards, and advanced circuitry—to support you in your pursuit of academic excellence, which represents a \$7.7 million investment. Not to mention our library, one of the biggest collections of English language materials in Central Asia, the updated

mobile application, and other consolidated improvements in the dormitory, WiFi system, and canteen. Also, the Starbucks location in the New Academic Building has reopened as you are returning to campus.

**We are an International University**

KIMEP isn’t just a local university, as we have signed 170 partnership agreements with international universities around the globe. I encourage you to take advantage of these opportunities to study abroad and gain international experiences, and to engage with exchange students who are currently studying at KIMEP. To attract excellently qualified students, KIMEP University and the Bang Educational Foundation have invested in over 100 scholarships for students from Central Asia.

**KIMEP is Your University**

Each day, don’t forget that KIMEP is your university. It’s up to you to engage with your fellow students, professors, and staff members, so that you can make KIMEP reflect your dreams. As the president, I can’t do this task myself. With a strong will, world class facilities, excellently qualified professors, core values of transparency, integrity, and accountability, there is nothing that prevents us from achieving our boldest endeavors. I wish everyone hearty congratulations as we begin this next chapter on KIMEP’s campus.

*Sincerely yours,*  
**Chan Young Bang, Ph.D.**  
*President of KIMEP University*





# KIMEP introduces Peer Mentorship Program

The pandemic is the main cause of many of the current socio-economic disruptions, as well as a curse for students all around the globe. Not only did it force school graduates to begin their studies online right away, but it also deprived them of the joys of student life. Not having experienced the brightest and the most remarkable moments of their youth, the freshmen found themselves trapped in a vicious cycle of life where the university and everything it represents is narrowed down to the screen of a computer. This alienation from physical reality, while discouraging, also appears to be an obstacle on the way to interactions with peers – a crucial process that shapes teens as full-fledged students. Peer-interaction is an excellent opportunity to ask questions about academics, discover the means of dealing with various problems, get to know student life a bit closer, and, of course, make new friends. Unfortunately, there is no space for such communication in the digital

dimension.

Although KIMEP University dedicated its resources to diversify this grey digital reality - series of webinars, online meetings, and other types of interaction that are designed to guide freshmen - that kind of synergy cannot compete with informal peer-communication. This brings us to the founding of the peer-mentorship program that started right at the beginning of the Spring 2021 semester. Initially, the program was meant to be implemented much earlier, that is, in previous years, but it did not find many premises for action. This way, the environment created by the pandemic served as a catalyzer for its establishment.

What is the goal of the peer-mentorship program? It provides freshmen with guidance in a form of students themselves – people who deeply understand their concerns and are capable of forming an informal connection with the mentees. The mentors were enlisted from a large group of

senior students who had a chance to taste campus life, as well as those who are well-acquainted with KIMEP policies, its procedures, and overall mode of operation. It is estimated that about one hundred and a half first-year students sought a mentor, whereas about 50 senior students responded to the call. Mentor-allocation was guided by criteria that freshmen deemed important. These included the mentor's major, gender, and city of residence in case mentees would like to meet in person.

A little talk with our former associate director of student affairs, Fariza Bekzhan, revealed a great share of hope for peer-mentorship, as well as shed a light on plans of the administration. Though the program has already been functioning for two months, it is still not clear whether it is efficient enough to be institutionalized. For that matter, a series of focus group meetings, with both mentors and mentees, is planned at the end of the semester to adequately evaluate its prospects.

## Rebirth of Valikhanov Building

*A month before the return of the students to offline studying in KIMEP, the solemn opening of the renovated building of Valikhanov took place. The opening ribbon was cut by University President, Dr. Bang, and Student Government President, Chingiz Amirkhan.*

On September 10, an event was held on the campus of KIMEP University to mark the opening of the newly renovated part of the Valikhanov building North Wing, which underwent renovation for just over three years. The opening ceremony was held in closed form due to sanitary measures to prevent the spread of coronavirus. The event was attended by the President of the University, Dr. Chan Young Bang, the Deans, faculty members, and representatives of the KIMEP Student Government.

“After witnessing what is needed and what is really necessary for the University, I can say that the renovation was really successful,” commented Chingiz. “From the opening of the renovated building, our Student Government expects additional assistance during the transition to offline education,

as additional audiences will significantly help to disperse students in the classrooms, which, in turn, will help to reduce the risk of infection of students, professors, and staff members of our university”.

Renovation of the Valikhanov building began in 2018 and cost about \$7.7 million. “The necessary wiring and computer networks are already connected in the classrooms. In the near future, the necessary projectors and screens will be installed,”

said the Vice President of Finance of the Student Government, Niyazov Dinmukhamed.

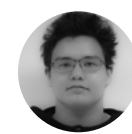
“In addition, the renovated

Valikhanov building will have a special lounge area and unique art classes for conducting elective subjects. The audiences themselves will vary in size depending on the students' appearances in classes.”

As was announced previously, students of KIMEP University began the Fall 2021 semester on an online basis, but by the decision of the university administration, KIMEP students will return to the campus to study offline starting from October 25.

“In the end, I would say that the most important is the fact that the Valikhanov building has finally opened up, and the best thing to enjoy is the fact that the students will be able to use it to its full potential at that time when we need it the most,” added Chingiz Amirkhan.

Written by Arman Turgayev





# Zoom Guidance for dummies

Written by Selbi Rejepova  
Illustration by Akzel Bisembay



KIMEP LIFE

Tonight I would like to present special guidance only for Earth visitors!  
My parents always taught me to be loyal and hospital to the guests, so I am trying to.

In fact I am waiting for aliens, it is still not the end of 2021, and according to the special 2021 schedule, soon is the time of their arrival. I think so, who knows, good to be ready. Maybe on their planet a space station company had cosmic Black Friday last week where flights to Earth successfully shared.

Trust me, you will not be surprised. Is there any surprising lever in you still left?

Well, my special guidance will not contain all the historical events of this disaster, but since there is still COVID-19, (hope next year there won't be any releases from China like, COVID-21, or COVID-21 Pro Max). Pandemic period is still on, aliens must be aware that we are still stuck at homes and the only way of safe conversation that we have today is Zoom conferences. So if they want to contact us, the most convenient way to do this via Zoom. I have a lot to share about how in your very 20, to get white-haired within a year. Sometimes, I am jealousy of those astronauts who left the Earth in the beginning of 2020, which was a good choice. Nevertheless, back to my Zoom Guidance for dummies!



Aliens should know that the most frequent Zoom users are students and professors because distance learning is the only opportunity for education for this period. So, if aliens are about to visit to explore, they could explore and see what we are up to in this condition and evaluate all the pros and cons of the current education system.

I wrote my guide in English because I do not know alienial. Wait..! I think I heard and knew something similar, it started when online education stepped into academic life, and professors started to explain the course exactly in alienial terms and continue to do this, maybe it is the future of educational language, who knows! Moreover, some students practice the future language pretty well, you know when the internet connection is wrong and they start these "Ugg, hang.. Pr...oooo...ffes..oo..rrr." Something sounding alike.

For a basic class meeting, Aliens should get a laptop, earphones, a camera, and a good internet connection. The last one is not necessary, no one has it. Once they are in the link and in the session, they will have two options to go with, first is to greet the mentor and ask "CAN YOU HEAR ME!", and the second is to mute the mic and camera. In fact, the last option is very popular.

The next step, also optional and mostly used: someone in the background making a lot of noise always.

If they see a professor being on mute, definitely and urgently they should point it aloud! What if others do not have a vision as they do. The next popular way of Zooming is to take some items in hand so others can appreciate them.

The Golden Rule in my super guide is: never focus on a topic and always ask the same question at least twice. It will help aliens to stand out among their classmates.

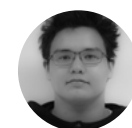
After, each stated material professor will ask, "Is everything clear? Any questions on the assignment?" In this case, try to avoid the question, as if they have not heard it. Be mysterious.

In addition, one of the rituals on distance learning is logging in to zoom, and going back to bed. Most students who are bad at alienial by professors experience this ritual. Zoom visitors face these basic essentials daily, so I emphasized the popular ones. I am back on my Word doc. I hope until the Aliens' arrival I will finish my Zoom for dummies guideline and maybe will start thinking about a Guide called "2020 survival."



# Long Road Home: How students studying abroad faced coronavirus

Written by Arman Turgayev



The first half of 2021 has already come to an end, but it is still hard to predict what this year has in store for us. However, we all can conclude that the past calendar year will be associated with one word. Coronavirus.

This disease originated in the Chinese city of Wuhan, and on 11 March 2020, the World Health Organization gave this virus the status of a pandemic. As of the middle of September 2021, the total number of infected cases reached more than 230 million people all over the world.

From the very first day coronavirus has been influencing all spheres of people's lives, including economics, culture, and, of course, education. One of the most acute problems caused by coronavirus was that students all over the world who went on exchange programs or are studying abroad regularly were almost trapped in foreign countries. More specifically, COVID-19 created a serious and complicated quest for Kazakhstani students, enrolled in overseas colleges, to come back to their Homeland.

According to the UNESCO report, from 2006 till 2015 the increase in the number of Kazakhstani students studying abroad was 140% and every

year more and more school graduates went to foreign universities for higher education.

For most of them, coronavirus was lightning in the middle of a clear sky. All of a sudden universities around the world were forced to switch to distance learning. In that situation, while some students decided to try to come back to the Homeland, others stayed overseas and waited for the end of the pandemic.

"As for everyone, it was an unclear situation and we did not know what to do," Kamila Bagautdinova, a second-year student of Yasar University, Turkey, says. "My parents and I thought that it would end soon and I should stay there. However, when the situation got worse, I started to worry a little bit, so we tried to search for ways I can return to Kazakhstan."

Luckily, all Kazakhstani students were informed by the council of Kazakhstan in Turkey about evacuation flights. Firstly, they were brought to Ankara by bus and then flown to Pavlodar because in the middle of April all major airports were closed.

On the 1st of March, the chief sanitary doctor of Kazakhstan established an order about quarantine measures for people who came from

foreign countries. These measures depended on the epidemiological situation in a specific country. However, over time, countries started moving from one category to another and vice versa.

Later all borders were closed and quarantine measures intensified. "After the airport, we had to stay in a sanatorium in Pavlodar for three days. There was no Internet and we did not have access to our luggage. However, thanks to our doctors, they were kind to us. That is why these three days were nice in terms of quarantine measures", says Bagautdinova, who came back by an evacuation plane.

After three days she came back to Karaganda by a special bus and was quarantined at home for 11 days separately from her family. When the situation got worse, all these measures were established for everyone who came back to Kazakhstan on a mandatory basis.

However, some students decided to stay at their host universities during the whole pandemic. "I wanted to come back to my Homeland," a second-year exchange student at Tilburg University, the Netherlands, Sanat Koshen says.

He added that he was not fully satisfied with the actions of the

Kazakhstani government towards their students abroad. "In my opinion, our government should have informed us about how we can come back home. The only way I stayed in touch with the whole situation was through Facebook groups for Kazakhstani exchange students and the coordinator at my university."

"My parents said that I should stay in Austria because it was safer and calmer there. So I decided to stay," Arnela Begaliyeva, a third-year exchange student at IMC University of Applied Sciences in Krems, Austria, says. "When the situation got worse in Kazakhstan, there was only one case of coronavirus in Krems. Also, I liked how my university in Austria handled the situation. They gave us different options on how we can pass our final exams. It was nice of them."

While it is still unclear how long humanity will suffer from the pandemic, there is no doubt that it has and will have a huge impact on studying abroad for students all around the world. According to the survey conducted by QS World University Ranking, 27% of student-respondents indicated that their plans were greatly influenced by COVID-19.





# The Fighters of Marketing Front

Written by Arina Lazareva



BCB

*"Marketing is a war in which the enemy is your competitor and the conquest is your customer."*

Jack Trout

For young people, the topic of choosing a profession is very relevant. The first step in this direction is taken by choosing a department and entering university. While studying, the student, as a rule, has a rough idea of his/her future work. However, do students always know what they are studying and how their job will

look like when they graduate? Let's try to figure out what some future professions are really like.

To start with, marketing is the most important part of any company (as marketers like to say). It is marketing that gives answers to many important questions: What should the product be? How much should it cost? Where and How should it be sold? How should it be advertised? Who are its customers? These questions are answered by different specialists, who can be divided into separate groups, or, as marketers say, segments.

## COMMUNICATIONS

The communication system includes advertising via classic channels (ATL or above-the-line), BTL (below-the-line advertising), PR, and SMM. There are a lot of professions here. Some of the most creative professions in this sphere are copywriter who creates advertising texts, writes articles, comes up with names for brands; creative manager/director who develops a creative strategy for promoting a company or brand; art director who directs the work of designers. Great help for creative specialists would be good erudition, knowledge of psychology, philology, and art.

The same knowledge will be useful for PR specialists. They create a long-term positive image of a company or brand in the minds and hearts of people. The professional duties of a PR specialist include communicating with journalists, bloggers, and celebrities. Therefore, a good PR specialist should be very sociable and extroverted.

Another profession in the field of communications is media specialists. A media buyer organizes advertising time or space; a media planner coordinates placement of advertising materials in various media and calculates its effectiveness; while SEO experts and SMM managers specialize in online advertising. Here prospective media specialists need basic mathematical skills and minimal technical knowledge.



## BRAND MANAGEMENT

The brand manager is fully responsible for the brand. This specialist develops the brand, forms its strategy, navigates promotion, organizes and controls all departments involved in the life and development of the brand. This position requires knowledge in all areas of marketing, as well as in finance. Often this work is done by a brand group, which usually includes a senior brand manager, several junior brand managers, and analysts. Given that this position combines the entire marketing mix, it is brand managers who make up the majority of Marketing Directors/Vice Presidents.

These are only the main professions in the marketing world. In practice, positions and functions may differ greatly from company to company but one thing remains the same everywhere - the key to good marketing is academic knowledge multiplied by practical experience. If you add to this a sincere love for your profession, you will get a universal recipe for victory!



## SALES

Selling products or services is a moment of truth for any organization. The existence of all companies ultimately depends on the effectiveness of sales. Therefore, it is natural that the largest amount of time and energy are attracted to this area. These specialists are regularly trained. They have the biggest bonuses (but also the biggest fines). According to a website hh.kz, sales managers have been at the top of the most popular professions for many years.

An effective specialist does not only know sales technologies, but also loves communicating with people, knows everything about their product, and understands logistics and accounting. The approximate career ladder in sales looks like this: sales representative (by district, city, or trade channel) - regional sales representative - commercial director of the company. Generally, the sales manager is the second most important person in any company.



## RESEARCH AND ANALYTICS

The competence of these specialists includes research of the product, market, competitors, monitoring of the macroeconomic situation and its impact on the company. Special research and analysis methods along with special software are used to fulfill these objectives. In order to do this job well, you need to have good critical-thinking, "be friends" with mathematics, statistics, and sociology. Job titles in this segment are analyst, research manager, or head of these departments. Positions like Vice President (VP) of research are very rare and can be met only in research-oriented companies. As a rule, a good specialist in this field will eventually head in the direction of strategic development. For example, the Vice President of Development is a very popular and highly paid position.





# Generation AnZiety

A 2018 survey by the American Psychological Association revealed some statistics about the percentage of employees who reported feeling anxious at work – 54% for Gen Z, which is double the percentage of Baby Boomers at 27%. Why is Gen Z (18-24 years old) the most anxious generation? And what should you do to decrease anxiety?

First of all, you need to know how a normal sense of anxiety differs from a mental disease. In fact, anxiety is a rudimental human reaction to the adaptation to some external changes. For example, if you did badly at work and you worry about being fired, it is normal.

But you may experience anxiety that is persistent, seemingly uncontrollable, and overwhelming. If it's an excessive, irrational dread of everyday situations, it can be disabling. When anxiety interferes with daily activities, there is a probability that you may have an anxiety disorder. Such disorders are real, serious medical conditions - just as real and serious as heart diseases or diabetes.

Written by Anel Smailova



## The 3 most common characteristics of anxiety disorder are:

### The anxiety that does not match the stimulus.

For example, if a little dog barks at you but fear makes you feel like it is a bear attack. Usually, this type of anxiety disorder is connected to phobias.

### The anxiety that persists after stimulus.

Stressful situations pass but you continue shaking and stuttering, your heart beats too fast, then it might be an anxiety disorder.

### Unreasonable anxiety

It can also be classified as a panic attack.

## Svetlana Komessaruk, professor of psychology at the University of Columbia, states 3 reasons for the high rate of anxiety among generation Z.

The first is unlimited information and too wide a range of choice in many aspects of life (profession to choose, products to buy, place to live etc.) that creates a feeling of high uncertainty. The second reason is the distortion of self-image because of social media where we compare ourselves to a large number of people all around the world. Professor Komessaruk says that before the internet, people usually compared themselves to someone close to their social status, age, and living location. Nowadays we compare ourselves with absolutely different people with different backgrounds. The third reason is social taboos. It suddenly became normal to share mental problems which have their own positives and negatives. On the one hand, some really have mental diseases and sharing feelings helps them. On the other hand, there are hypochondriacs who have all symptoms of anxiety disorder but in actuality don't suffer from it. Hypochondria - exaggerated fears for one's health; search or confidence in the presence of any disease in the absence of its objective signs.

## Victor Lebedev, a science journalist and psychologist, shared some tips for reducing anxiety feelings.

### Breathing.

Inhale through the nose for 4 counts, hold for 7 and exhale through the mouth for 8 counts.

### Jacobson's Progressive Muscle Relaxation.

Progressive muscle relaxation is a proven method for achieving full-body relaxation. The method can be ascribed to the American doctor Edmund Jacobson. The principle is simple: you briefly and deliberately tense certain muscle groups one by one and release them abruptly. Following the tension, you experience the subsequent relaxation in a more intense and conscious manner. Your blood pressure falls, your pulse slows and your breathing becomes calmer. The method is simple and you can do it at home by yourself for 10-20 minutes.

### Personal ways of decreasing anxiety.

He advises listening to music, meditating, walking, relaxing for several days, doing something that you like, camping or doing sports.

It is crucial to admit that the problem is real and not undervalue your feelings. It's ok to have an anxiety disorder and you're not alone in this.

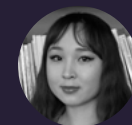
*Important note: If the feeling of anxiety is constant and it doesn't allow you to live your life, contact a psychologist.*





# 5 unusual ways to stay mentally healthy

Written by Nuray Baigabulova



LIFE STYLE

Stress defines the lives of most people these days and even more the lives of students. The day-to-day heavy flow of information, deadlines, projects, internships, and part-time jobs. It is not surprising that the majority of people suffer from emotional burnout, fear of failure, and mild signs of depression. Many are ashamed of this and put on a mask of an always-happy person, although mental health should be no less important than physical. This issue became more relevant with the rising influence of social media when people

started hiding more and more behind the walls of perfect photos and the image of a wonderful life on Instagram.

Even the most seemingly successful people who have a family, money, and recognition do not always know how to look after their mental health. Many people have heard about Chester Bennington, the frontman of the successful band Linkin Park, a father of 6 children, and a talented rock musician, who committed suicide after secretly fighting depression.

According to the World Health Organization (WHO), Kazakhstan ranks third in the world in terms of the number of suicides, and first in Central Asia. They also found that this could cause the global economy to lose \$16 trillion by 2030. Health, of course, cannot be measured in numbers, but they clearly demonstrate that people must maintain their mental health. There are 5 effective ways to do so.



## Take a self-care day

Nowadays it's fashionable to be a workaholic: carry a laptop everywhere, work in the office, at home, in a cafe, on the streets, and tell everyone about your hectic and sleepless nights to complete that one project. It's obvious that work = self-development, but you must arrange days for yourself only. Do things for leisure and pleasure, without work and study distractions. Make something tasty, watch your favorite show, take care of your skin and body - do it all for yourself. And yes, it is also a good idea to dedicate this day to sleep if that improves the state of your mind (Important: switch your phone to "do not disturb" mode!).

## Try mindfulness meditation

Everyone talks about meditation, but not everyone meditates. This is because for many people it is associated with something long and complex. In fact, mindfulness meditation is about focusing on your breath and concentrating on your thoughts (positive!). Try a short walk, but instead of listening to the playlist of "Top-100 hot tracks of this spring", listen to the sounds of your surroundings. You need to breathe deeply and mindfully. Your thoughts should be encouraging: "I am doing well in my studies", "I work well", "I will succeed". It sounds simple, anyone can do it, but only a few are really up to it. Meditation is a Superman waiting to save your mental state.



## Try new things

A routine can make your life such that you just want to lie in your bed and do nothing. Try to change something every day, even the smallest details. Take a different road to the university, play with your style, try new food, listen to the new pop group album, even if you "don't listen to the mainstream". Little things matter and make life more diverse.

## Digital hygiene

On a daily basis, a single person receives an amount of information that is the equivalent to 174 (!) printed media, according to a study by the University of Southern California. However, not all this information is useful and important. Unsubscribe from unnecessary pages that load the brain with useless things, turn off the "background" TV or YouTube, enough watching the "skincare routine" of 15 bloggers at the same time. This is informational garbage. Subscribe to only certain accounts. Moreover, use different social networks for different purposes and content, so that you do not get the same information from every platform.

## Sharing is self-caring too

Sharing your emotions and feelings with others is normal and should be encouraged. Write to your family or friends and talk about everything that bothers you. Leave the popular but misleading idea that "nobody cares about your problems". The people who surround you should care about your condition. If they don't, then maybe you should consider changing your surroundings.

#FaceOfDepression is a widespread challenge on social networks, in which people openly write about their concerns and get support even from strangers. If there is a fear of being sincere with your loved ones, contacting a psychologist and discussing with him/her your concerns is a good idea. Until recently, people were ashamed to do this because of stereotypes such as "if you visit the psychologist, you are a psycho then" or unwillingness to spend money on it. However, modern society increasingly understands how important it is to take care of your mental health.

*Stay healthy is the motto of 2021 and not only because of the all COVID situation but also mentally. Take care of your health in all ways!*



# KIMEP STUDENTS: BEFORE AND AFTER the PANDEMIC

Written by Dariga Shametova  
& Gulshat Rozyyeva



One of the most unforgettable events of the 21st century - the coronavirus pandemic - transformed the lives of many, especially university students. Studies have already been published on the influence of COVID-19 on students' lifestyles. Inspired by the research, we decided to conduct a survey to find out how the Coronavirus pandemic influenced KIMEP students who enrolled in 2017, 2018, and 2019.

The survey aims to discover a change in four dimensions among our students. Firstly, we were interested in the emotional, physical, and mental conditions of KIMEPIans before and during the period of online study. The second dynamic we investigated was students' productivity and motivation to study. As previous research suggests, students either have developed new negative habits or accelerated previous ones during the lockdown.

Therefore, we wanted to discover the existence and emergence of the habits to tackle them together. Last but not least, as the pandemic influenced in-person interactions and socialization the most, we researched whether or not our KIMEP students have experienced similar patterns.

We conducted a survey among our students and have received fifty-three responses. The results suggest the following.

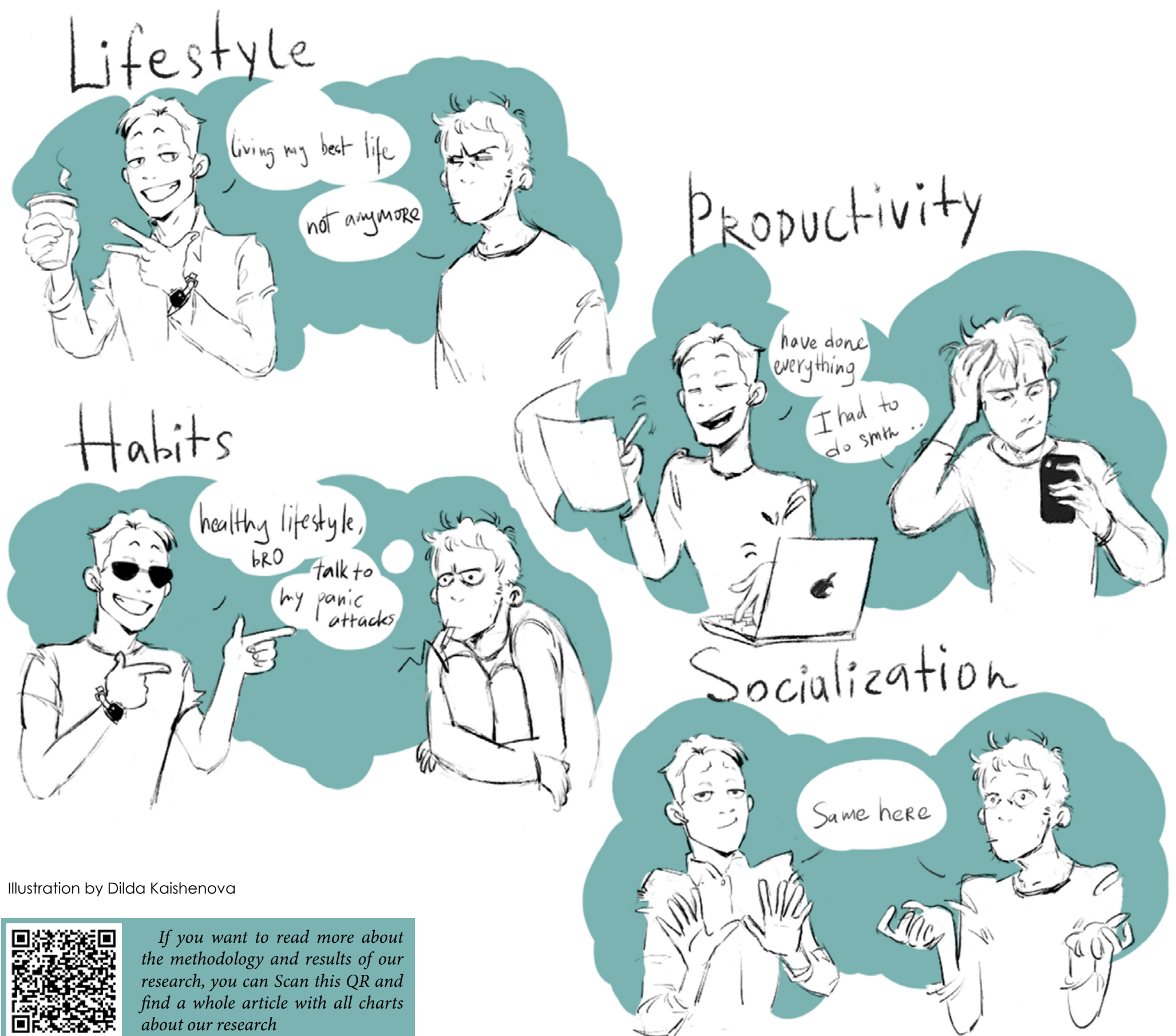


Illustration by Dilda Kaishenova



If you want to read more about the methodology and results of our research, you can Scan this QR and find a whole article with all charts about our research

These past two years have influenced us differently, for instance, we enjoyed independence and became more mature as a result of this change. Our students evaluated their overall perception of the remote-studying, lockdown, social

distancing, and influences from the perspectives of emotional, physical, and psychological well-being. The KIMEPIans did their best during the online-studying mode, yet the unexpected change influenced the majority of them negatively. So,

what can be said in conclusion? Our KIMEPIans have struggled with social distancing and remote studying, and we cannot wait to begin the traditional mode of studying on our campus!



# Ohitorisama: Reasons & consequences of living alone

Written by Dariga Shametova  
& Saltanat Kaisekenova



LIFE STYLE

Since the dawn of time, people have cooperated and formed groups. However, an investigation carried out by the market research firm Euromonitor International illustrates that the number of “singletons”, individuals unattached to family or friend households, has dramatically increased in the past half-century. This trend, called “Ohitorisama”, meaning “doing any activities by oneself” or “solo lifestyle”, was introduced in Japan. The “living alone” tendency stole the spotlight during online learning and self-isolation. In the contemporary world, people have faced the world pandemic known as COVID-19. This circumstance affected all spheres of life, starting from education and ending with trips to the cinema. Hence, all rules and restrictions underwent a wide-ranging change. “Ohitorisama” had an impact on the educational field, and this article is a description of the effects of COVID-19 on online education.

To have a clearer image of Ohitorisama, it is important to know how the solo culture was developed. According to the HuffPost's article, “Japan Evolving into the ‘Ohitorisama’ Nation”, the first Ohitorisama boom occurred during the 1971-1974's generation, when a minority of Japanese citizens visited bars and karaoke on their own, thereby catching condemning glances of people who came in a group. The second phase of solo culture was established in Japan by the Equal Employment Opportunity law in 1986. The legislative change empowered women to live separately without being criticized as had happened previously. Although Ohitorisama is

a trend born in the last century, it has become relevant nowadays. Possibly, the Covid-19 pandemic put a temporary halt on the amount of fast-expanding single-person households because of financial pressure, as written by Jana Rude in the Euromonitor International, “the economic uncertainty and unemployment will result in more cautious spending, while health crisis and isolation might negatively affect the mental state of consumers leading to trading single-living for prolonged stay with their loved ones”. Ohitorisama is driving a demographic change with young students/workers



and the widowed/divorced. It is predicted that by 2030 singletons will be the main household type in Japan.

To study the effects of the Ohitorisama trend at KIMEP University, 150 responses from randomly chosen students (of different countries, years of study, and genders) were taken in September 2021 in a questionnaire. According to this research, male students of KIMEP tend to spend approximately half as much time on communication as female students. 150 respondents shared their experience

of total self-isolation during the lockdown. 37 stories were highly negative: students were stressed, scared, or experienced episodes of depression. Some of them told that they experienced fear of socialization, weakening of self-discipline, indifference to studying, and problems with health, including spine and neck pain. However, almost the same amount of respondents evaluated living alone during quarantine positively. 43 students felt inner peace and growth of work productivity. Some of them said that they spent a lot of time understanding who they are and engaging in more sports and fitness activities. Also, self-isolation showed their own weaknesses which they tried to overcome. Most of the respondents from this group found full-time jobs. 70 responses were neutral, highlighting that there were various advantages and disadvantages of self-isolation.

To conclude, everyone had different experiences and reasons for living alone during online education. The message of this article is not to answer the question of whether it is good or bad for the student to live the Ohitorisama lifestyle, but to bring more attention to the topic. This article gives a general idea of what the Ohitorisama trend is, and why it became relevant again nowadays. The next article on this page introduces one of the stories that were directly born from Ohitorisama's experience during the exchange program. If you have such stories of the “party of one” life too, feel free to contact us on [times@kimep.kz](mailto:times@kimep.kz) or “@kimep.times” Instagram Page. We are waiting for your stories, which could be published in the next issue!

## Quarantine? Quryltai!

The pandemic struck every one of us unexpectedly, and every story is unique. Myself? Quarantined at the city of Tilburg, Netherlands, on an exchange program with absolutely nothing to do. I have tried countless new activities that had never even passed through my mind - I filmed one cooking vlog about how to prepare a perfect french omelette (failed miserably); challenged myself with writing a song every day for a month; binge-watched a whole lot of random series on Netflix; and, to my surprise, I even studied for a little. But there was still something missing in my heart to finally come to peace with my mind and soul.

I lived in a quite big student house with 19 people, and my neighbors flew to Tilburg from all over the globe - Austria, Germany, France, Spain, Australia. Right among this melange of people, there was my wonderful friend Kira from South Africa. We had a big homecoming party at the beginning of the semester, and Kira, to my astonishment, pulled out a big DJ console and started to play drum-and-bass tunes - a genre which was a wild novelty for me, a huge heavy metal fan.

The set that she played that day was a turning point for me. At the age of 12, I earned my first 100.000 tenges and was struck by a dilemma - to purchase an electric guitar or a DJ controller. As I mentioned before, I was quite a fanatic when it came to rock and metal music, so I bought the

guitar, yet I always wondered if my life would be different had I made another choice. Almost a decade later, locked down in a small town with nothing else to do, I ordered a small controller called Rekordbox DDJ200 from Amazon and started pursuing a DJ path.

Since I did not enjoy electronic music back in the day, Kira's advice and mentorship were not a pertinent option. I started mixing different old-school hip-hop tunes and it sounded quite miserable, to be honest. After some horrible tries, I decided to pack the controller into my luggage and did not touch it until I went back to Almaty that summer.

If you were going to bars and clubs quite often that season, you might have noticed a huge wave of newcomers at the DJing scene. One after other, DJing schools were opening back then, and more and more music enthusiasts were enrolling. There was a 4x4 school by Nazira, heavy electronic music guru, ProDJ school by Pioneer company branch in Almaty, and, of course, Quryltai School. My choice fell on the third one because I was a huge fan of DJ Aki who taught there. Besides, Aki was known to me for a connection to the KIMEP student organizations which earned Quryltai extra points.

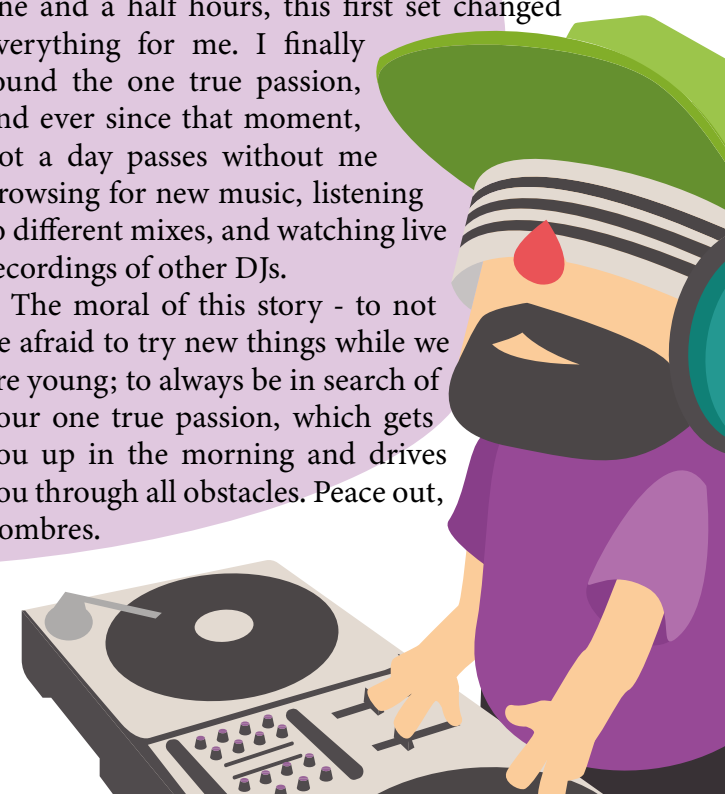
I went to the trial lesson, and there I realized that I made a mistake which turned out to be a blessing

in disguise. I did not specify that I wanted to be instructed by DJ Aki, so another one was waiting for me, his new student. We got acquainted. His name was Elzhas, but I knew him already by his pseudonym KRESHBEATZ. That was the King of Commerce himself.

Thanks to my prior music experience and Kresh's firm hand, in two weeks I was already able to mix songs quite well and even scored my first set at Circle Bar. Even though it lasted only one and a half hours, this first set changed everything for me. I finally found the one true passion, and ever since that moment, not a day passes without me browsing for new music, listening to different mixes, and watching live recordings of other DJs.

The moral of this story - to not be afraid to try new things while we are young; to always be in search of your one true passion, which gets you up in the morning and drives you through all obstacles. Peace out, hmbres.

Written by Sanat Koshen





# Cook and Enjoy

Today, we will continue our rubric about amazing easy-cooked meals and desserts. This rubric is prepared for those who would like to enjoy sophisticated meals without spending a fortune on them or those who are stuck at home for quarantine and want to try themselves in the kitchen. So here we are, presenting you a recipe for a dessert called “Chocolate Pudding”. This sweet meal does not require much effort and ingredients to be cooked. Thus, it would be a perfect dessert, especially if you work and study and have just a little free time.

## A bit of history:

The first puddings were created in Britain; the dish was consumed as a snack to the main meal. Primarily, people were cooking it as a salty snack, adding pieces of meat, rusks, and nuts there. All this fluid was processed and, eventually, cooked in a piece of cloth. Nowadays there are several variations of ways to cook puddings - both sweet and savory.

Written by  
Dilnoza Khuseynova



Ingredients	Amount	utensils
Milk	500 ml	1 medium pot
Egg Yolk	1 unit (2 small)	1 whisk
Sugar	2 tablespoons	2 cups or glasses
Corn Starch (Potato Starch)	2 tablespoon	
cacao	2 tablespoon	

P.s. The pot should have a thick bottom to avoid burning the ingredients.

## Directions:

First of all, mix all the dry ingredients in the pot. Mix up 2 tablespoons of sugar, 2 tablespoons of starch, and 2 tablespoons of cacao, to make one mix from all these dry ingredients. Then, pour 1/3 of the milk and mix it up as well. Note, it is important to avoid any pockets of ingredients in the mixture. Then, put the pot on medium-high heat, constantly stirring the liquid. Next, add the rest of the milk and egg yolk to the pot. Keep the pot on the same heat for 2-3 minutes, continuing to mix everything. Finally, pour the dessert into glasses and leave them in the refrigerator for two hours. After two-three hours take out the pudding and voila – the dessert is ready. It is also possible to decorate the dessert, adding nuts and cookies on the top. This recipe produces two portions, so you can share it with someone else as well.

*Bon appétit!*



KIMEP UNIVERSITY



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