

ALUMNI MAGAZINE



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It gives me great pleasure to introduce the eleventh edition of the KIMEP University Alumni Magazine. I am sure that, by now, you will know the latest news of KIMEP U, new faculty, projects, and events that took place in the 2020-2021 Academic Year.

The main theme of this issue is the creative industry. We interviewed 11 graduates who work and identify themselves in the creative industry like animation, blogging, music and designing.

Over the past year, we continued to develop our mentoring program and launched a femtorship program. Four KIMEP female alumni became femtors for eight 3rd and 4th year students.

The COVID-19 pandemic has presented not only challenges but also opportunities to make more online events with Alumni.

Class 1995 celebrated their 25th Anniversary online, more than 25 Alumni all over the world turned on in ZOOM and shared their life story and career development, remembering their study time at KIMEP.

Another interesting feature related to our online life – is Online Job Fair. With more than 40 employers and 500 participants

This edition of the magazine is interesting, informative, and visually stunning.

Next year KIMEP is celebrating 30th Anniversary. I hope this year will be full of interesting projects and events, stay in touch with us for celebration.

I want to thank all my colleagues and students who took part in the preparation of this edition of the alumni magazine.

Dinara Sagindykova
Alumni Manager, Corporate Development Department

MESSAGE FROM DR. BANG

Dear KIMEP Alumni,

Welcome to the Eleventh Edition of KIMEP University's alumni magazine, and I thank you and welcome this opportunity to address you as the president of your alma mater. As ever, KIMEP University remains dedicated to providing the highest quality of educational orientation for its students despite the continuing struggle against the prevailing economic and public health situation.

This fall 2021 semester marks the beginning of KIMEP's twenty-ninth academic year, and our university presses on as the vanguard of higher education in Kazakhstan and Central Asia. We have steadfastly refused to compromise the integrity of our institution.

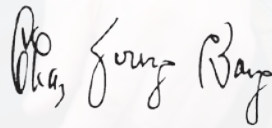
As our university shifted to online educational discourse last year, our professors engaged in rigorous training courses, and they have continuously maintained their instruction skills to ensure that the quality of education at KIMEP remains at our standards of excellence.

KIMEP University is a student-based university, which means that we consider the student's education and welfare our top priority. As KIMEP alumni, this institution is your university, and we are here to help you realize your lifetime dreams and career objectives. I always welcome your letters, suggestions, and recommendations on ways that we can improve, and I love to hear from you.

In recognition of our concerted efforts to sustain the highest quality of educational delivery, it is my great pleasure to share that KIMEP University has, yet again, been recognized as the #1 Leading University among all Humanitarian-Economic universities in Kazakhstan by the 2021 National Rankings of HEIs by the Independent Kazakh Agency for Quality Assurance in Education (IQAA). I would like to extend my sincere congratulations to our entire academic community on this achievement.

As always, I would like to thank you for being part of our impressive alumni network and staying in touch with your alma mater. On behalf of our faculty, staff, and the KIMEP community, I welcome you to read more about our achievements and plans for the near future.

Sincerely yours,



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

NEWS FROM THE BANG COLLEGE OF BUSINESS

HIGHLIGHTS OF 2020-21 AY

NEW FACULTY MEMBERS IN 2021-22 AY

Dr. Umut Tosun joined BCB as an Assistant Professor of Operations Management and Information Systems. He holds a Ph.D. degree in Computer Engineering from METU, Turkey. Before joining KIMEP, Dr. Tosun worked in Alanya Alaaddin Keykubat University, Bilkent University, Baskent University, ASELSAN Defense, Turkish Telecom, Siemens Enterprise Communications, and ANCA Motion Australia. His main interests are parallel and distributed databases, software engineering, and computer networks.



Saule Dyussembina joined BCB as a Senior Lecturer in Accounting. She holds an MBA degree from KIMEP University and an MPhil degree from Maastricht University. Saule Dyussembina is a Certified Management Accountant with 12-years of finance executive experience in a retail chain in Kazakhstan and rich teaching experience in Bang college of Business and other business schools. Her research interests cover the different aspects of financial reporting quality and taxation issues in accounting.



BCB ACCOUNTING AND AUDITING PROGRAMS RE-ACCREDITED BY INTERNATIONAL PROFESSIONAL ASSOCIATIONS

In January 2021 two leading professional accounting associations globally - ACCA and ICAEW - reconfirmed their trust in the quality of accounting education at KIMEP, renewing and expanding their recognition of the BCB degrees.

Thus, starting from 2019, the Association of Chartered Certified Accountants (ACCA) considers BACTA graduates eligible for 8 ACCA exemptions out of 9, subject to the graduates' successful completion of corresponding courses at BCB. MACTA graduates are eligible for 6 out of 9 exemptions.

The Institute of Chartered Accountants of England and Wales (ICAEW) re-confirmed its readiness to grant BACTA graduates exemptions from 6 out 15 exam modules of ICAEW's ACA Qualification, which corresponds to the Qualification's Certificate level.

BANG COLLEGE OF BUSINESS HOLDS THE FIRST BCB VIDEO CONTEST

In November 2020, the BCB Center for Entrepreneurship and Innovation (CEI), in collaboration with the Enactus KIMEP Club and sponsored by Shinhan Bank Scholarship Fund, held the BCB Video Contest that invited BCB students to share their opinions on how to improve student productivity and increase student engagement in the distance learning mode by creating short video projects.

31 teams consisting of 68 students participated in the Contest, submitting 15 quality videos within two weeks. Choosing the best video project was not an easy task, and the respected Jury, consisting of Shinhan Bank and BCB representatives, as well as marketing professionals, had a hard time identifying the best of the best. The winning teams received Certificates of Award, signed by KIMEP Vice President of Academic Affairs and the Shinhan Bank Chairman of the Board, as well as monetary prizes from the Shinhan Bank.



KIMEP UNIVERSITY HOLDS A GLOBAL LEADERSHIP FORUM

In the Spring 2021 semester, the KIMEP University organized a ground-breaking series of business webinars – the Global Leadership Forum (GLF). The GLF is an online lecture series where exceptional minds, across various disciplines, share their expertise and best practices to inspire young professionals and future leaders. The Forum gathered a constellation of prominent speakers from all corners of the world. The Forum was opened by Dr. James Canton, futurist, author of the “Visionary Business Advisor”, “The Digital Guru”, and “The Future”, who spoke about “Future Smart: Managing the Game-changing trends”.

The forum continued with speeches from Sayasat Nurbek (Coordinator of the Atlas of New Skills and Professions project), Dr. Jim Spohrer (IBM Director, overseeing Artificial Intelligence Developer Ecosystem), John Everard (former British Diplomat and UN Consultant), Dr. Maria Amparo Diaz-Llairo (CEO of Global Capital Group),

Dr. William Courtney (Executive Director of the RAND Business Leaders Forum), Aruzhan Sain (Ombudsman for the rights of children in the Republic of Kazakhstan and the Founder of the Voluntary Society ‘Mercy’), Eyck Freymann (Director of Indo-Pacific at Greenmantle, Author of “One Belt One Road: Chinese Power Meets the World”), Dr. Amy Wilkinson (CEO of Ingenuity, Author of “The Creator’s Code”), Selika Josiah Talbott (Founding Partner of Autonomous Vehicle Consulting, LLC), Yerkin Tatishev (Founding Chairman of the “Kusto Group” Board of Directors), and Marat Abiyev («The Development Fund of Agriculture» LTD Board of Directors Chairman, Author of «Kazakhstani dream»).

The records of the webinars are open to the public and available here: <https://www.kimep.kz/current-students/en/global-leadership-forum/>.



ZHANARTU CHARITY FOUNDATION SURVEYS BISB STUDENTS TO CELEBRATE THE THIRD ANNIVERSARY OF THE PROGRAM

In Fall 2018 the ZHANARTU Charity Foundation and KIMEP University launched a new, ground-breaking, program – Bachelor of Information Systems in Business (BISB). The Program was initiated by the founder of ZHANARTU Charity Foundation Mr. Nurali Aliyev and was fully supported by the President of KIMEP University, Dr. Chan Young Bang. The program was created to equip its students with the knowledge of both business and IT – two worlds that closely interact in reality, but rarely coincide in academia. The graduates, well versed in both areas, would be a valuable addition to most of the innovative business companies and an excellent fit for any rapidly developing business team.

To celebrate the third anniversary of the Program, ZHANARTU Foundation in collaboration with KIMEP University surveyed the BISB students and received very positive feedback –the students are glad to study in the Program and KIMEP, thank the Foundation for the initiative, value the opportunity to gain knowledge of both areas, and strive to develop further. The Bang College of Business appreciates the feedback and will continue making its best effort to assure that all the students’ intellectual aspirations are fulfilled and their talents are revealed.

HOME DELIVERY OF CORPORATE EXPERTISE: ONLINE GUEST LECTURES FOR BCB STUDENTS

COVID-19 closed many doors and restricted the movement of thousands of people. Still, it could not stop BCB students from learning directly from the field practitioners and absorbing the wisdom and vibes of the contemporary business by learning from the professionals’ first-hand experience.

In the 2020-21 academic year, the students of various BCB courses enjoyed a precious opportunity to listen and talk to executives and leading professionals online. The list of practitioners who shared their impressive knowledge and extensive experience with BCB students this semester includes, but is not limited to founders, CEOs, and experts from the following companies: Amazon, Coca Cola, iDoctor, The Steppe, “KAZPETROL

GROUP” LLP, Volition, FundRazr Platform, “Uchet” Group of Companies, Mercury Properties, Inditex International, Boundless.Group, and Tengri Partners Investment Banking.

BCB STUDENTS DEVELOP BOARD GAMES IN THE FRAMEWORK OF THE BCB GAME DESIGN COMPETITION

In the Spring 2021 semester, the BCB Center for Entrepreneurship and Innovation (CEI) sponsored by Shinhan Bank Scholarship Fund held the BCB Game Design Competition. In the framework of the Competition, BCB students created new entrepreneurial games (working prototypes) and prepared the corresponding promotional videos. The main task was to design an entrepreneurial game (electronic or board game) that would develop creativity and innovation traits. It was required that the games had clear instructions, objectives, and rules.



On February 19, 2021, the Center for Entrepreneurship and Innovation conducted the BCB Game Design Competition Finale Event in ZOOM. The Competition was very popular among the students – 73 BCB students participated in the Competition and created 17 well-developed board games. The three winning teams received Certificates of Award and monetary prizes from the Shinhan Bank.

THE BEELINE-ENACTUS COMPETITION OF DIGITAL STARTUPS: BCB TEAM #1 IN KAZAKHSTAN

We are proud to inform you that the BCB team, consisting of Aruyel Nurbekova, Abylaikhan Ashim, Aidai Kasymbekova, and Aigerim Tabazhanova, won first place in the 2020 Beeline-Enactus Competition of Digital Startups. The team developed an idea of a “Good Food” application that would help people save money and avoid food spills.

In addition to being socially oriented and relevant in the time of the pandemic, the project is eco-friendly as food spills are harmful to the planet’s atmosphere due to methane release.

CFA RESEARCH CHALLENGE 2021: BCB TEAM WINS SILVER!

On 7 March 2021, the CFA held the 2021 Kazakhstan CFA Research Challenge. Due to the pandemic, the competition was held in online mode. We are pleased to inform you that the KIMEP team consists of BCB students Saken Otegen, Almat Orakbay, Shynggys Nuriyev, Dilnaz Imeramzayeva, and Veronika Pak, and mentored by Dr. Muhammad Arslan, Assistant Professor of Accounting and Finance, secured the second position in this rigorous and prestigious competition.

EUROPEAN IMA CASE COMPETITION: BCB STUDENTS WON BRONZE IN EUROPE

On 29 June 2021, five BCB students represented KIMEP University and Kazakhstan at the online final of the European IMA Case Competition. The Team competed with 21 teams that represented Universities from all corners of Europe and successfully progressed to the Finals, along with teams from Romania and France.

In the Finals, the team, mentored by Zhanat Syzdykov, Assistant Professor of Accounting, and consisting of Zarina Khishanlo, Zhamilya Kunanbayeva, Raiymbek Ordabayev, Dauren Tenelbayev, and Zeiin Zhamalbek, secured the third position in Europe, representing Kazakhstan and KIMEP with pride and honor.

CLARIVATE ANALYTICS RECOGNIZES DR. NURLAN ORAZALIN AS 'PUBLICATION LEADER IN SOCIAL SCIENCES'

Since 2011, Clarivate Analytics, in collaboration with the Ministry of Education and Science, presents in the Republic of Kazakhstan one of the most prestigious research awards in global and regional academic communities – the Web of Science “Leader of Science” Award. In November 2020, KIMEP University secured the Web of Science “Leader of Science” Award as the Publication Leader in Web of Science Core Collection in the last three years among economic universities of the Republic of



Kazakhstan, and Dr. Nurlan Orazalin was acknowledged as the Publication Leader in Social Sciences.

The Bang College of Business takes this opportunity to extend our sincere congratulations to the whole of KIMEP research community for the well-deserved recognition of their hard work, talents, and academic excellence!

DR. MONOWAR MAHMOOD RECEIVES THE PRESTIGIOUS 2020 EMERALD LITERATI AWARD



It is our honor to inform you that Dr. Monowar Mahmood, Professor of Management and the Bang College of Business, won the 2020 Emerald Literati Award for Excellence.

For longer than a quarter of a century, Emerald Publishing selects and rewards outstanding and impactful scholarly research through its globally renowned and prestigious Emerald Literati Award for Excellence. The Emerald Literati Awards fall into three categories: Outstanding and Highly Commended Papers, Outstanding Reviewers, and Outstanding Author Contributions. Among the three, the Outstanding and Highly Commended papers are “the backbone of the awards, rewarding the most impressive pieces of work published throughout the previous year”.

Dr. Monowar Mahmood’s article “Why individual employee engagement matters for team performance? Meditating effects of employee commitment and organizational citizenship behavior” published in “Team Performance Management: An International Journal” has been selected as a Highly Commended Paper in the 2020 Emerald Literati Awards.

We congratulate Dr. Monowar Mahmood and the whole of the KIMEP research community on this impressive achievement!



NEWS FROM THE LAW SCHOOL

COMINGS AND GOINGS:

The School of Law has experienced something of a “mixed bag” this year where our Board of Advisors and faculty are concerned.

With respect to the former, one of our long-serving advisors, Mr. Rashid Gaissin, stepped down this year. Mr. Gaissin is a prominent attorney in Kazakhstan, a partner and head of legal practice at KPMG-Central Asia. We will miss his presence at our semi-annual meetings, but we know he will continue to offer help and guidance to our students and to continue to advise the Law School’s faculty.

Fortunately for the Law School, two other long-serving (and long-suffering!) members of our Board of Advisors, Ms. Dinara Jarmukhanova and Ms. Victoria Simonova, have agreed to stay on for another year. Ms. Jarmukhanova is a prominent attorney in Kazakhstan and partner at Centil Law Firm, while Ms. Simonova, an equally prominent lawyer in Kazakhstan, is a partner at Denton’s. We appreciate more than words can express their willingness to continue offering their advice to us in the Law School.

And last but not least, the Law School welcomed our newest member of the Advisory Board, Dr. Klara Nurgaziyeva. Klara has more than 20 years of experience in private practice and in-house roles. She has been advising international and local clients in mergers and acquisitions (M&A), cross-border investments and other commercial transactions in energy, telecommunication, and infrastructure sectors in Kazakhstan and other Central Asian countries. Klara represents clients in domestic litigation and works regularly with the lawyers in relevant jurisdictions on assisting clients in foreign litigation or international arbitration. Until March 2021 Klara was a partner with Morgan Lewis for almost a decade. While Klara continues her private practice with the firm as a senior advisor, in fall 2021 she has started teaching as an adjunct assistant professor at KIMEP University School of Law.

Turning to the Faculty, the Law faculty recently welcomed Dr. Ayan Zhibitayeva as its newest Assistant Professor, to start full-time work beginning with the fall term 2021. (Dr. Zhibitayeva had previously served a semester at KIMEP as an adjunct faculty member, so she wasn’t entirely new to the faculty or to the students.) Dr. Zhibitayeva received her LL.M. from the University of Aberdeen in Scotland and her Ph.D. from the Scuola Superiore Sant’Anna in Pisa, Italy. She will be teaching courses in a fairly wide array of subjects, including public international law and environmental law. We welcome her to our faculty and look forward to working with her in the coming year!

Law professor Dr. Claudio Lombardi recently accepted an offer from his alma mater, the University of Aberdeen in the UK, to join its law faculty. Claudio had worked at the School of Law as an assistant professor since 2017 and as the founder and director of the Eurasian Center for Law, Innovation, and Development (ECLID). He specializes in competition law and policy, law and economics of innovation, and private comparative law. Before coming to KIMEP, he was a visiting CELS fellow at Cambridge University, Faculty of Law and a visiting lecturer at the International University College of Turin (IUC), visiting professor at Trinity College Dublin, research fellow at the University College London, Faculty of Law, and postdoctoral research fellow at the Max Planck Institute for Comparative and International Private Law and at the Europa-Kolleg, Hamburg. He is also a licensed attorney in Italy. Dr. Lombardi will leave Kazakhstan for Scotland this fall. Needless to say, we will miss him and wish him the very best in all of his future endeavors.

MOOT COURT TEAMS:

NATIONAL: Moot court competitions are very popular contests for law students around the globe, as they provide opportunities for students to play the role of lawyers representing clients in hypothetical disputes. Participating in these kinds of competition is a great way to prepare oneself for the real world and for a career as a litigator or as a corporate lawyer. KIMEP University’s School of Law has fielded various teams over the years for both national and international moot court competitions.

Typically, at the beginning of the academic year, the organizers of a moot court event publish a file with all the documents related to a complex international commercial dispute: contracts, letters exchanged between the parties, engineering reports, news reports, etc. Students are given anywhere from several weeks to several months to study the file and draft a claim and a counterclaim, which is submitted to the organizers. This is important because participants in moot court competitions typically have to defend the positions of both the claimant and the defendant. When all teams have submitted in writing their arguments in favor of and in opposition to the claims asserted, the most interesting part of the competition begins: the hearings. Here, real judges and experienced international lawyers form a tribunal which will listen to the arguments of the students as in a real litigation or arbitration hearing. In the end, the tribunal decides which team has presented the best arguments, in the best way.

With respect to national competitions, KIMEP has taken part in each of the first three (2019, 2020, and 2021) editions of the AIFC Moot Court competition, organized by the Astana International Financial Center of Nur-Sultan. Our teams took first place honors two years in a row, and came in second in the third year's competition. The AIFC Moot Court is an especially difficult competition because students have to plead their case applying English contract law, which is a completely new and difficult legal system for students from civil law countries like Kazakhstan. Nevertheless, the tribunals and the organizers of the AIFC moot competition have, on all three occasions, praised our students' knowledge of English law and the excellent work done by KIMEP students.

Nicolás Zambrana-Tévar. LL.M., Ph.D., Associate Professor and AIFC Moot Court Coach.

INTERNATIONAL: There are many other moot court competitions around the world, dealing not only with commercial law but with public international law, criminal law, human rights, and other topics – Jessup, Nuremberg, and Vis are the best known such competitions. During the academic year 2020-2021 – and for the first time in the KIMEP history – a student team from the University's School of Law took part in the Nuremberg Moot Court held annually in Nuremberg, Germany. The Nuremberg competition is organized by the International Nuremberg Principles Academy and the International Criminal Law Research Unit at the Friedrich-Alexander University Erlangen-Nuremberg. This simulated court proceeding

invites students of law from major universities around the world to compete based on their oral and written legal argumentation / presentation skills, adopting both prosecution and defense positions. Starting in October 2020, five senior students of the Law School – Zere Kazhybek (captain), Dana Ussenova, Ainura Myrzabayeva, Gulnur Abdolova and Adina Batyrova – actively prepared for and took part in both written (Spring 2021) and oral rounds (Summer 2021) of the Moot Court. Under the guidance of their coach, Assistant Professor Dr. Rustam Atadjanov, the students tackled complex legal issues related to the fabula of a fictitious case before the "International Criminal Court" that dealt with charges of crimes against humanity (at the Pre-Trial Chamber level) – an important substantive part of international criminal law. While the team did not make it to the final round, it won the preliminary rounds representing the Prosecution. This first-time experience motivated the Law School students and faculty members to continue participating in the future editions of the Nuremberg Moot Court, with a new student team being formed – aiming at achieving further success and reaching new levels of participation in this important event.

Dr. Rustam Atadjanov, LL.M., Dr. Jur., Assistant Professor and Nuremberg Moot Court Team Head Coach

PUBLICATIONS:

Every year the Law School's faculty work hard to research, write, edit, and publish scholarly articles, book chapters, and books on cutting edge topics. What follows are a few representative samples of work recently completed by some of our faculty.

Dr. Federico Dalpane and Dr. Maria Baideldinova:

During the summer, the School of Law's Assistant Professors Maria Baideldinova and Federico Dalpane coordinated the publication of a book on animal law entitled *Animal Law in Kazakhstan, Russia, and Worldwide*. The book, issued in Almaty by Lem publishers, is the product of Drs. Baideldinova's and Dalpane's work on animal law at KIMEP University, and of a collaboration with Dr. Daria Chernyaeva from the Faculty of Law of the National Research University "Higher School of Economics" of Moscow. It is the first English-language book on animal law published in Kazakhstan, and includes essays by authors from Kazakhstan, Russia, and the USA on various aspects of the relations of animals with the law: the legal standing of animals, animal abuse,

and the regulation of the use of animals in areas such as agriculture, sports and entertainment, science and medicine.

The book's aims are: 1) connecting the emerging Kazakhstani and Russian animal law communities with the better established international animal law community, encouraging further research and promoting international cooperation; 2) kick-starting the animal law community in Kazakhstan, Russia, and Central Asia; 3) highlighting issues in Kazakhstan's law concerning animals, with a view to promoting legal reform; and 4) establishing animal law as a fully-fledged academic discipline in Kazakhstan and in Russia. Furthermore, the current pandemic is giving a tragic wake-up call about the vital need to better regulate the human relationship with animals. There were probably never more eyes and ears so keen to learn about animals and to help stave off another catastrophe. The book will support teaching activities at KIMEP University, and will contribute to sensitize the government and the public to the need for better legal regulation of our relations with animals.

In addition to the above, other faculty were actively involved in researching, writing, and editing scholarly works. Among those published are the following:

Dr. Rustam Atadjanov:

"Challenges for the Implementation of International Law in Central Asia: Contributing Factors and Possible Solutions", article published in the *Central Asia Business Journal*, Spring 2021 issue;

"Constitutional Developments in Kazakhstan in 2019", contribution to the 2019 *ICONnect Clough Center Global Review of Constitutional Law*, Canada, published in December 2020;

Three chapters: "Humanity", "Nuclear Weapons" and "Crimes against Humanity", in *International Conflict and Security Law*, Sayapin et al. (eds.), T.M.C. Asser Press / Springer, forthcoming in Fall 2021;

Five encyclopaedic articles: "Humanity", "Crimes against Humanity", "International Committee of the Red Cross", "Nuclear Weapons Testing in the former Kazakh Soviet Socialist Republic" and "Non-International Armed Conflict in Tajikistan", in *Encyclopaedia of Public International Law in Asia* (EPILA), forthcoming soon in September 2021.

In addition to his published work, on 3 July 2021, Dr. Rustam Atadjanov of the KIMEP Law School delivered a guest lecture for the young activists and talented youth of Kazakhstan during the event organized by the Friedrich Ebert Foundation in Kazakhstan in Nur-Sultan. The topic of the lecture was "Introduction to Human Rights". The audience got acquainted with key aspects of the concept of human rights and discussed such issues as the history of the idea of human rights, generations of human rights, types of individual and collective rights, the relationship between law and human rights, international human rights law (IHRL) and its role in international law, basic international legal instruments on human rights, as well as crimes under international law as serious human rights violations. Participants consolidated their knowledge through practical exercises (a quiz), debated and exchanged their views on topical human rights issues during this four-hour lecture session.



NEWS FROM THE COLLEGE OF SOCIAL SCIENCES

NEW FACULTY AT THE PUBLIC ADMINISTRATION DEPARTMENT

Aslan Tanekenov has joined the Department of Public Administration in Fall 2021 as an assistant professor.

He has a Ph.D. degree in Urban Studies from Heriot-Watt University, Edinburgh, and a Master of Philosophy degree in Urban Policy from the University of Glasgow. His research interests are international civil society organizations; social enterprise, empowerment of socially vulnerable people; cross-sector partnerships; volunteering, philanthropy, and NGO management.



Aslan Tanekenov had previously worked at Narikbayev KAZGUU University in Nur-Sultan and at the International Programme at Kazakh-British Technical University (KBTU) in Almaty. He also was an advisor to the KBTU Vice-Rector. He has authored various articles related to civil society organizations and the empowerment of socially vulnerable people.

Dr. Tanekenov teaches four undergraduate courses in Fall 2021: Urban Development; Public Management; Methods of Social Research; Fundamentals of Sociology.

SUMMER INTERNSHIP AT THE MINISTRY OF FOREIGN AFFAIRS OF THE REPUBLIC OF KAZAKHSTAN

In June and July 2021, 15 undergraduate students of KIMEP University from the BIR and BPMA programs have completed their summer professional internships at the Ministry of Foreign Affairs of the Republic of Kazakhstan.

Students were very positive about their experience, as they enjoyed a tremendous range of experiences in their field of study. The internship was held in offline format and, thanks to strict adherence to sanitary standards, the safety of students was ensured at all times during the internship. KIMEP University thanks to the Ministry of Foreign Affairs of the Republic of Kazakhstan for this opportunity and looks forward to continuing this cooperation.

SIGNIFICANT MILESTONES OF THE IMCEERES PROGRAM

CSS continues to cooperate on the International Master's in Central and East European, Russian and Eurasian Studies (IMCEERES) program with the Universities of Glasgow and Tartu.



KIMEP University is the only University in Kazakhstan cooperating as a key partner in the Erasmus+ Joint Master scholarship program. As a consortium member, KIMEP offers the innovative joint Master's degree within the IMCEERES program. Two key partners in this Consortium are the University of Glasgow and the University of Tartu. The University of Glasgow is a leading university in Scotland and the UK. It was rated #73 in the QS World University Rankings 2020 and 60th globally in the 2019 CWTS Leiden Ranking. The University of Tartu is the largest, most prestigious, and oldest university in Estonia. It is one of the top 300 universities in the QS World University Rankings

Since joining the program, 20 graduates of the IMCEERES have received diplomas from KIMEP University with a "Master of International Relations" degree. Currently, 11 foreign students are studying at KIMEP: five in the 2020-21 cohort and six in the new 2021-22 cohort. Students are physically in Kazakhstan despite the pandemic and explore our country.

TWO CSS STUDENTS ARE AT WOMEN@DIOR PROGRAM

UNESCO is partnering with Dior in the context of the Global Education Coalition, to run a mentoring program for young women entitled Women@Dior. The program provides young women studying in tertiary education with education and mentoring on issues such as entrepreneurship and leadership. Participants also create a "Dream for Change" project that supports the empowerment of girls and young women.

There were 497 applications in total for the program from Kazakhstan and Central Asia. 12 female students from Central Asia were selected for the competitive program, including two students from CSS: Bagdat Akbiyeva, BAE (Kazakhstan) and Selbi Rejepova, BAJ (Turkmenistan).

EVENTS DURING THE ONLINE PERIOD

During the pandemic, CSS introduced innovative forms of interaction and collaboration. The Department of Media and Communications organized two international events: The Almaty-Dubai joint digital workshop for undergraduate students, organized jointly with the College of Media and Mass Communication of the American University in the Emirates; and the online seminar "Language and Culture in Media", organized jointly with the College of International Education at Hong Kong Baptist University.

In May 2021, the Department of International Relations and Regional Studies organized two lectures by the famous Norwegian philosopher Dr. Gunnar Skirbekk entitled "Multiple Modernities: a Tale of the Scandinavian Experience" and "The Idea of a Global History of Philosophy".

CSS also organized a series of online networking events "Coffee with the Dean" for an online dialogue between the CSS Dean Dr. Pech and students.

CSS IN INSTAGRAM AND FACEBOOK

Join @CSSKIMEP on Instagram & Facebook to learn news, follow the rubrics "CSS Student Story" or "CSS Alumni Speech", join the discussions and keep close contact with your professors and alumni.



NEWS FROM THE COLLEGE OF HUMANITIES AND EDUCATION

CALE CONFERENCE

The College of Humanities and Education successfully held an online conference called Central Asia Language and Education (CALE) on May 13-14, 2021. The three keynote speakers of the conference were: Umberto Ansaldo (Curtin University, Australia), Lisa Lim (Curtin University / University of Sydney / University of Hong Kong), and Mukul Saxena (Nazarbayev University)

There were 153 registered participants, which includes both presenters and non-presenters. It was a great chance for CHE graduate and undergraduate students to participate in the linguistic conference, as well as for CHE faculty members to talk over their research with their colleagues their colleagues from Kazakhstan and other countries.

BOOKS OF CHE FACULTY

Dr. Su Jin Lee published a book in 2020 called "How to Design Highly Interactive Online Classes"



With the advent of the Fourth Industrial Revolution and the COVID-19 pandemic, which has caused a global health crisis, the education sector is suffering from unprecedented challenges. Under these circumstances, the book "How to Design Highly Interactive Online Classes" has been published for teachers who have a strong desire to teach their online classes more effectively. The author of this book, Dr. Su Jin Lee, shares her teaching expertise and experience that she has gained over the past 15 years from the perspective of "ontact." This book contains stories of trial-and-error and triumphing over challenges, and provides specific examples that educators in middle and high schools, as well as higher education institutes, can refer to, which makes it a must-have guidebook for educators in this day and age.

The book "Revivals, Nationalism, and Linguistic Discrimination: Threatening Languages" written by Assistant Professor of CHE Dr. Kara Fleming and her co-writer Dr. Umberto Ansaldo was released in 2020.



This book is the reason Dr. Kara Fleming came to Kazakhstan - she came to conduct some interviews for this project and then ended up returning to KIMEP as an Assistant Professor in the College of Humanities and Education.

This book takes a critical look at revival exercises of special historical and geopolitical significance, and argues that a critical and cautious approach to revival movements is necessary.

NEW PROGRAMS - MEPM, PH.D. IN EPM

The College of Humanities and Education launched new academic programs in Fall 2020: Master of Arts in Education Policy and Management (MEPM), and Doctor of Philosophy in Education Policy and Management (DEPM). These programs aim to train researchers and educational leaders to have a systematic and critical understanding of the discipline. Graduates will be able to make original and significant contributions to knowledge in the field of education policy and management and will be capable of qualitatively transforming the education system at the level of an organization, region, or country.

This summer we have our first MEPM graduate - Ms. Bagzhan Berdibay - who successfully completed the program in one year.

NEW FACULTY - DR. SHIN

Dr. Jihye Shin holds a Ph.D. in Applied Linguistics from Northern Arizona University, USA. Her research interests include second language acquisition - particularly second language reading, psycholinguistics, and research methods. Her recent research has focused on the role of working memory in second language reading, reading fluency, and working memory measurement in applied linguistics research. As her passion lies in helping others become better language teachers and researchers, Jihye has taught TESOL/Applied Linguistics- related courses, Research Methods, as well as language courses to diverse groups of students. Jihye has also worked on curriculum development and assessment for language programs.

TEACHING MOBILITY

This summer Dr. Maganat Shegebayev was invited as a guest professor to Schmalkalden University of Applied Sciences (SUAS) in Germany. He taught the courses of International Business Communication, Introduction to Linguistics, and Academic English Skills. The university is located in Southern Thuringia and has a very modern and green campus. SUAS has been a long-standing partner to KIMEP University; in addition, it regularly hosts KIMEP students under various exchange programs. During his stay, Dr. Shegebayev also met with the University president and other officials regarding partnership collaboration between our two universities.



NEWS FROM EXECUTIVE EDUCATION CENTER

The academic year of 2020-2021 was full of events and partnerships for Executive Education Center. Below are some of the highlights of the year.

ENGLISH AND RUSSIAN COHORTS OPENING IN ALMATY AND NUR-SULTAN

RUSSIAN COHORT OPENING IN NUR-SULTAN, MAY 29, 2021

On May 29th, the Executive Education Center (EEC) officially opened its R-14 cohort in Nur-Sultan. The ceremony was held at the St. Regis Astana hotel located on the banks of the Ishim river. The new cohort was given a welcome speech by Dr. Timothy Barnett (Provost and General Deputy to the President, KIMEP University) and Dr. Nadeem Khalid (Associate Dean, Executive Education Center (EEC) KIMEP), followed by a delicious lunch on the outside terrace and professional photo shooting.

The new cohort is about to begin one of the most exciting stages of their life. We are honored to be a part of our new cohort's journey and are here to help our new students along the way. Everyone at the Executive Education Center is committed to making it an enriching experience.

Wishing R-14 all the very best for a great academic journey at the EEC EMBA program.



ENGLISH COHORT OPENING IN NUR-SULTAN, JULY 10, 2021

On July 10th, the Executive Education Center (EEC) officially opened its E-13 cohort in Nursultan.

The E13 Cohort was launched with the welcoming remarks from His Excellency Dato' Syed Mohamad Bakri Abd Rahman (Ambassador of Malaysia for Kazakhstan), Dr. Timothy Barnett, and Dr. Nadeem Khalid.

Wishing E-13 all the very best for an incredible academic journey at the EEC EMBA program.



ENGLISH COHORT OPENING IN ALMATY, JULY 4, 2021

On July 4th, the Executive Education Center (EEC) officially opened its E-12 cohort in Almaty.

The E12 Cohort was launched with the welcoming remarks from Dr. Nadeem Naqvi (Chair KIMEP Wide Quality Assurance Committee), Sergey Nazarenko (former MD of Digital & Business Transformation Kazakhtelecom, Chairman of the Management Board of KazTransCom, and member of the Board of Directors of KazTransCom) and Dr. Nadeem Khalid (Associate Dean, EEC). The new

cohort is about to begin one of the most exciting stages of a student's life. We are honored to be a part of our new cohort's journey and are here to help our new students along the way. Everyone at the EEC is committed to making it an enriching experience for business leaders throughout Kazakhstan.

Wishing E-12 all the very best for an incredible academic journey at the EEC EMBA program.



KAZAKHTELECOM AND KIMEP PARTNERSHIP

On the 3rd September, 2021, KIMEP University signed a Memorandum of Understanding with Kazakhtelecom. This Memorandum is a significant milestone in our ongoing collaboration.

Top management representatives from both sides, Dr Timothy L. Barnett, Provost and General Deputy to the President, Professor Nadeem Naqvi, the Chair of the KIMEP-wide Oversight Committee, Dr Nadeem Khalid, Associate Dean of BCB to EEC from one side, and Berik Bitabarov, the HR Managing Director of Kazakhtelecom, and Aida Shtun, HR Service Manager from the other side gave a speech on partnership benefits, and signed the memorandum.

In the framework of the partnership with Kazakhtelecom EEC aims to work with the top-managers and upskill them with the latest business trends including decision science and big data science.



OFFICE OF QUALITY ASSURANCE AND INSTITUTIONAL RESEARCH

2021 IQAA INSTITUTIONAL AND PROGRAM RANKING

We are proud to announce that according to the results of 2021 National Institutional and Program Ranking of HEIs conducted by Independent Agency for Quality Assurance in Education (IQAA, www.iqaa.kz), **KIMEP University won the 1st place on institutional level among humanitarian-economic universities in Kazakhstan.**

Independent Agency for Quality Assurance in Education (IQAA) provides comprehensive assessment for the academic performance of the university using the data provided by universities and obtained from independent sources.



Национальный рейтинг лучших гуманитарно-экономических вузов Казахстана – 2021. Итого		
Место	Наименование вуза	Итого, %
1	Университет КИМЭП	99,89
2	Карагандинский университет Казпотребсоюза	82,61
3	Алматы Менеджмент Университет	73,30
4	Университет «Туран-Астана»	62,16
5	Казахский университет экономики, финансов и международной торговли	61,92
6	Казахско-Американский свободный университет	61,82

KIMEP University with the highest score (99.89 out of 100), once again topped the list of the best humanitarian-economic universities of Kazakhstan. In 2021, institutional ranking methodology included 5 primary indicators and KIMEP University scored maximum number of points in each of them. **Alumni employability level** and **alumni assessment of the alma mater** were very important criteria in ranking, along with employers, student and expert assessment. KIMEP University left behind other competitive HEIs and proved its commitment to excellence.

Twenty-one KIMEP programs participated in IQAA Program Ranking 2021 and twenty of them won medal positions. Five KIMEP University academic programs were ranked #1 among all Kazakhstani universities, thirteen academic programs won the second place, two programs were ranked #3 and one program landed fourth in Kazakhstan.

BACHELOR PROGRAM	PLACE	MASTER PROGRAM	PLACE
Accounting and Audit	1	Business Administration (MBA)	1
Finance	1	Executive MBA	1
Marketing	1	International Law	2
Economics	2	Accounting and Audit	2
Management	2	International Relations	2
International Law	2	Public Administration	2
International Relations	2	International Journalism	2
Jurisprudence	2	Arts in Foreign Languages: Two Foreign Languages	2
Public Administration	2	Economics	2
Journalism	3	Marketing	3
		Finance	4

We express sincerest gratitude to all KIMEP University alumni who had taken part in special alumni survey conducted by IQAA within the framework of the 2021 National Ranking of HEIs: your valuable feedback and assessment of the university which made an input into strengthening KIMEP University's leading position in the ranking are much appreciated.

KIMEP UNIVERSITY ALUMNI OF 2010, 2015 AND 2019 SURVEY HIGHLIGHTS

During Summer-Fall 2020, Office of Quality Assurance and Institutional Research conducted a survey among alumni who graduated 10 years ago (2010 alumni), 5 years ago (2015 alumni) and 1 year ago (2019 alumni). The aim of the survey was to determine graduates' level of satisfaction with KIMEP University education and to measure the impact of COVID-19 pandemic on alumni professional situation.

RESPONSE RATE (out of reached): 46% of 2010 alumni, 40% of 2015 alumni and 48% of 2019 alumni

EMPLOYED (including full-time work, running a business, freelancing): 86% of 2010 alumni, 84% of 2015 alumni and 76% of 2019 alumni

EMPLOYED BY FOREIGN ENTITIES: 30% of 2010 alumni, 50% of 2015 alumni and 55% of 2019 alumni

CREATING JOB PLACES: 399 jobs created by 2010 alumni, 182 jobs by 2015 alumni and 37 jobs by 2019 alumni

TOP 5 INDUSTRIES EMPLOYING MAJORITY OF KIMEP ALUMNI OF 3 COHORTS:

- Accounting/Auditing
- Banking/Finance/Insurance
- Consulting
- Sales/Marketing
- Oil/Gas/Mining

IMPACT OF COVID-19 ON ALUMNI WORK: 59% of 2010 alumni, 55% of 2015 alumni and 63% of 2019 alumni were transferred to distance-basis work.

The work of 21% of 2010 alumni, 21% of 2015 alumni and 15% of 2019 alumni was not affected. 5% of 2010 alumni, 11% of 2015 alumni and 9% of 2019 alumni experienced a reduction in salary.

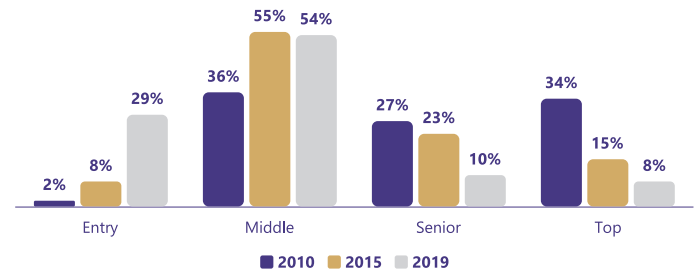
IMPACT OF COVID-19 ON ALUMNI BUSINESS: 40% of business owners across all three cohorts had fairly negative effect on their business and for 22% the impact was strongly negative.

SKILLS GIVEN BY KIMEP WHICH HELPED ALUMNI DURING PANDEMIC (across 3 cohorts):
 ✓ WORKING INDEPENDENTLY ✓ COMMUNICATION ✓ PROBLEM SOLVING ✓ SELF-DISCIPLINE

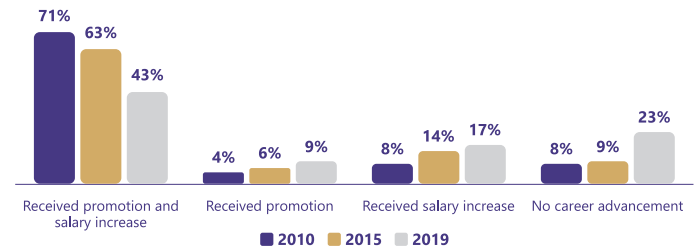
OVERALL IMPRESSIONS: respondents rated their experience at KIMEP University at 4.12 out of 5 in terms of how they are satisfied by contribution of the university to their professional development. All three cohorts were unanimously more satisfied with the gained knowledge and effective application of English language in business practice, working cooperatively in a group and working independently.

92% of 2010 alumni, 92% of 2015 alumni and 91% of 2019 alumni would **RECOMMEND KIMEP TO PROSPECTIVE STUDENTS**

POSITION LEVELS OF SURVEYED ALUMNI



CAREER ADVANCEMENT OF SURVEYED ALUMNI



KIMEP VIRTUAL JOB FAIR 2021

2020 has changed the life of the whole world and set new rules for everyone. The pandemic did not bypass the work of KIMEP, but this did not interfere with the holding of the annual the biggest KIMEP recruitment event- Job Fair. In 2021, the Job Fair was held for the second time ever in a virtual format on the Zoom platform.

The Job Fair was conducted on April 1-2, 2021 by the Corporate Development Department. The event was very successful: 678 participants (students, graduates, alumni) and 38 companies- employers from different areas of activity took part in the event: McKinsey & Company (Moscow), PwC, Philip Morris Kazakhstan, Coca Cola Ichereck Kazakhstan, Danone, Sberbank, Karachaganak Petroleum Operating (Aksai), Tengizchevroil (Atyrau), Sanofi, Integrites, EY, JTI Kazakhstan, Nestle, EFES Kazakhstan, Technodom, BI Group, Transtelecom (Nur-Sultan), Halyk Bank, Unicase Law firm, Richfit International, Deloitte TCF, BAT Kazakhstan, PepsiCo, DASM Kazakhstan, Beeline, Kolesa Group, Home Credit Bank, Evrika (Shymkent), Alina Group of companies, KPMG, Grant Thornton, AVON, Cosmetics Kazakhstan, Synergy Partners, Hilti International, Sulpak, MARS Kazakhstan, Naimi.kz, KAZGIPRONEFTETRANS.

In addition, 7 rooms of CV clinics were organized, where experts (Ancor recruitment company, HiPO, Beyond Curriculum, Career and Employment Services) reviewed students' CVs and gave advice on how to improve it. About 100 students took an active part in CV writing works.

HiPO also organized an interesting test in Kahoot, the winner of which got the opportunity to receive individual advice on creating a profile on LinkedIn.

Many companies organized interactive events and allowed students to receive great prizes. Nestlé raffled off its products for participating in the quiz, PWC presented a sweatshirt and many more examples of excellent preparation of companies for the event. Each company has prepared a comprehensive presentation of the company, job vacancies, internships, and selection process. Students actively asked questions and received answers directly from company representatives regarding obtaining dream jobs.

Companies enjoyed the event and the active participation of the students.

FEEDBACKS FROM THE COMPANIES:

Synergy Partners: "Thank you for the excellent organization of the event. We all appreciated the level of your preparedness and the level of the university as a whole. We are happy to work with you."

AVON: "Thank you to organizers for the very detailed organization of the event. You did a great job and we didn't meet a technical problem."

Kazgiproneftetrans: "It was a very interesting format. We learned a lot from you. Thank you."

Transtelecom: "We enjoyed your proposed format - liked separate rooms, virtual walking by rooms. Looking forward to our further collaboration."

PwC: "As usual you were super, organization of the event was ideal".

Tengizchevroil: "Thank you for the new format. It was very interesting and useful".

And for those who have not yet participated in the KIMEP Job Fair, read 5 reasons why you should do it and look forward to seeing you next year!

5 REASONS WHY YOU SHOULD PARTICIPATE IN KIMEP JOB FAIR:

- 1) Opportunity to communicate with representatives of companies in which you would like to work for.
- 2) Find out about open vacancies, selection process, internships directly from company representatives.
- 3) Improve your resume and work on it in CV Clinic.
- 4) Online format is a comfortable environment to communicate with companies.
- 5) Ask questions of interest about work in the company, its life, corporate culture, features, and benefits.

RAKHMET SCHOLARSHIP FUND

The RAKHMET Scholarship Fund was established in 2010. This is a fund set up by KIMEP Alumni to support students in need and contribute to the education of tomorrow's leaders. The fund supports financially needy students who demonstrate excellent academic merit. Alumni can also support KIMEP's institutional needs through the fund. For ways to contribute, please contact KIMEP's Corporate Development Department at cdd@kimep.kz or +7 727 270 42 26. In addition to scholarships and support for faculty, there are dozens of ways to provide support for and work with KIMEP. Whether you would like to enhance the library's collection of academic resources,

contribute seed funds for KIMEP's research centers or assist our students to achieve their dreams of participating in international conferences, a range of opportunities exists to support the institution.

The gift can be named after your company, your class, or however you would like to capture your contribution to KIMEP. Corporate Development Department staff can assist you with your personalized gift to improve KIMEP's services for faculty, students, and the community.



DANIYA TLEGENOVA, ANIMATION MOVIE DIRECTOR, BSSIR 2011

What was your first job after KIMEP?

From an early age, I was fascinated with cultures and people. This motivated me to study International Relations at KIMEP as it is about having a cross-cultural understanding and awareness of what's happening beyond borders. I started working in my 2nd year at KIMEP, I organised many international and cultural events. This allowed me to have many options after my graduation which I explored by travelling around the world and getting foreign work experience. Many art directors and screenplay writers suggest getting diverse experiences in order to tell great stories that inspire people. Therefore, I lived and worked in the Americas, Asia, and then in Europe, tried out and explored many areas, such as programming, marketing, big data & analytics, culture & arts. My diverse background now helps me to be more creative in the art of storytelling.

How do you start your way in art and animation?

I am a former professional dancer, and I was always inspired by music and the art of movement. When I moved to Singapore to study and work, I started experimenting with different styles of art, such as painting, illustration, and fashion design. Passionate about drawing, I've always been looking for ways to connect it with my other sources of inspiration. Discovering the art of animation was a revelation for me as it allowed me to combine all the things I love: drawing, movement, music, storytelling, and creativity. For me, working with ballet dancers, musicians, and film producers is a wonderful way to bring together many different levels of emotions and express them in a way that, hopefully, helps to inspire others.

How did you come up with the idea of 'The Mirror' short movie?

In my view, everyone has that little part inside of them which always remains as a child. In order to express this idea, I was inspired by Glen Keane's work and was keen to create a 2D animated short film. I admire the artistry of hand-drawn animation as it can be beautiful, magical, and so natural.

The story of 'The Mirror' starts with an adult man character, whose outlook on life has become bleak; his body language shows a life lacking in enthusiasm and passion. But when he looks into a mirror, he sees his younger self staring back at him. The kid mimics



his partner's every move, fluidly and effortlessly. But animation truly comes to life when the kid is carried into the future with a breath-taking leap through the mirror and into adult man's present life. The two selves twist and turn, feeding off one another's energy. Finally, and with a stern look, the young boy infuses his adult self with a renewed sense of purpose. The adult man turns away, and when he looks back into the mirror for his younger self, it will be too late because his younger self fades away leaving the man all alone.

'The Mirror' animated short film is hand-drawn frame-by-frame in a digital way. The dance was choreographed by Travis Wall, 2 times Emmy Award Winner and 8 times nominee for Outstanding Choreography. The dance was performed by top American dancers: J.T. Church and Robert Roldan. The music was performed by British music band Blanco White, Yucatan Records. As a result, 'The Mirror' is now selected as a Finalist at The British Short Film Awards 2021 in the Best Animated Short Film category.

How is the process of creating animated videos going?

Currently, I am creating animated films and illustrations. For animated films, my main responsibility is to create inspiring stories and hold the overall creative vision of the

film. All films start with a script. It is the foundation of the whole project. With a general idea of the story, characters are designed. Then a storyboard is created, which is a graphic visualisation of the course of actions and events across the animation. It gives a solid representation of the animation, allowing the director to assess the script and apply the necessary enhancements at this stage. Layout and background consist of line drawings that outline the different backgrounds of a scene and paint them with colours seen on the screen. The actual scenes that make up the animation film are hand-drawn frame-by-frame, by acting out the different poses and situations that a character assumes in each scene. They combine the character design, storyboard, layout, and backgrounds to produce scenes that put all these elements together in harmony. As for illustrations, I create and draw new styles for fashion designers. These illustrations are then transferred to fashion designs and showcased at London Fashion Week.

What are your future plans?

I am working on a new animated short film that hopefully will inspire audiences to become better selves. It is about choices we make in life and the effect of those choices on our lives. In the future, I am planning to share the rich history and culture of Kazakhstan with the world through films and animations.

What is the most difficult part of your work?

The most challenging part in filmmaking is writing the screenplay – telling the meaningful story that matters. Starting a screenplay is probably the easiest thing to do. People have great ideas all the time. Inspiration strikes, and you feverishly begin scribbling away at a brilliant idea. The real challenge isn't finding the right concept — it's finishing it. There are millions of unfinished great ideas out there. However, the only great ideas that actually get made into films are the ones that are thoroughly worked on, revised, edited, and finished.

What or who inspires you?

I'm very inspired by Christopher Nolan's movies, everything is just so well thought out, from the screenplay to the visuals and the film soundtrack. Nolan pushes the medium of film past its traditional boundaries and effectively stimulates the evolution of narrative. Nolan is a master storyteller challenging his audience and his medium.

I am also inspired by the Oscar-winning animated short film 'Dear Basketball. It's an admirable illustration of a poem, narrated and produced by Kobe Bryant, directed and animated by Glen Keane. Glen Keane has chosen to animate this film using the hand-drawn pencil technique and it conveys the story magically.

There is a popular opinion in society that if you want to make a profit, art is not for you. Do you agree? Are there changes in the financial part of creative professions?

In the past, there were many gatekeepers, such as publishing houses and record labels, who were blamed for skimming off the profits that artists' work generated. But those institutions are now in decline. There are more people creating art, writing books, and recording music than ever before, more ways to find potential fans who might support your passion for art. Every post on Instagram, YouTube, Twitter, or TikTok is an easy, cost-free path to discovery for an upstart artist, musician, actor, or cinematographer.

What is your opinion about the creative industry in Kazakhstan? Why did you build your career abroad?

Digital technology is expanding the conception of art. There are plenty of artists that get their big breakthroughs via social media. Therefore, being an artist nowadays is not limited to the boundaries of a single country. It is inspiring to observe the young generation of Kazakhstan demonstrating their openness towards innovation and art. Many talented artists from Kazakhstan have shown great success in the world arena and have gained popularity through digital technologies. As for me, I am creating my artworks abroad to gain international experience by being exposed to new cultures.

What will you suggest to students who want to develop in a creative sphere?

Be persistent – push to get the opportunities you want. There will be some opportunities you will get during your studies, recognise them and take them with both hands. You never know where things lead to. However, most of the time you need to make your own. So be curious, get out there, meet people, tell them what you want to do with your career, and ask them for an opportunity that will help you get there. Whatever you are dreaming or planning, start now, start immediately!

How did studying at KIMEP University influenced your personal and career development?

Daniya: The wide variety of activities and learning opportunities provided by KIMEP were quite valuable in my career. KIMEP has a really good alumni network which current students can benefit greatly from. The faculty are also experts in their field so you get a very varied yet informed education. Being a top university in Central Asia, KIMEP offered me valuable courses, excellent networking, and a world of opportunities.

TEMIRLAN UALI, ANIMATION PRODUCTION, BMKT 2021

Temirlan Uali is a KIMEP marketing communication program graduate. Currently, he is a founder of animation studio Uali Lab. He started to create videos and motion designs when he was 15 years old. "I came up with the idea to open an animation studio in the second year of KIMEP. I developed a business plan but at that time I did not have money to buy a professional computer. I offered a barter deal to clients: they pay for the computer and I will create videos for them for a year. It was unsuccessful. A year later I met a client who was a KIMEP graduate, a winner of a Samsung scholarship and his name was Temirlan Toguzbayev. Unbelievable coincidence! He helped me to find investors for my studio and became my partner."



In the future, he plans to open a production studio and to produce original Uali Lab studio content, for example, movies and video games.

The animation industry in Kazakhstan is just at its beginning. "I believe that our country has potential and very talented people. However, the market is small and the income ceiling is low. That's why I think it's better to establish the company in Kazakhstan and take projects from foreign companies. As for video production, there is undoubtedly a very developed industry which is developing every day and every month, reaching a new level, entering into new markets. We have wonderful directors, wonderful actors, producers who work not only in Kazakhstan, but also abroad."

The most interesting and important project for Uali Lab studio is the 3D installation of the mausoleum of Khoja Ahmed Yasawi in the Turkistan Farab library. "We studied history, we studied geometric harmonization, architecture, and studied other mausoleums, worked together with archaeologists, architects, historians, engineers, went to Turkestan, we were given a tour of the mausoleum itself, to those places where tourists are prohibited from entering because as if inside the artifacts, very valuable for history, are preserved. Thanks to this project, we were able to visit there, see it all with our own eyes. And it's an incredible feeling when you do something for the good of your country, for the benefit of enriching the culture and creating something interesting for young people."

In work Temirlan likes experimenting with different business models, to create new various projects. His role in the company is management, team organizing, finding new talented employees, and searching for new markets.

"KIMEP is associated with a very vibrant, eventful student life, with interesting teachers, with new experiences and acquaintances." Temirlan is glad to be a KIMEP graduate. He claims that KIMEP gave him great experience for his future life. At the time of being a KIMEP student, he had a chance to experience real-life situations and to learn how to solve real problems. "For example, thanks to Michael Conrad's classes I learned to be on time and to follow deadlines. Also, student organizations helped me to express creativity in organising amazing events on campus. Looking back, I understand that those subjects that I didn't like, those teachers that I didn't like, actually taught me a lot. Now as a leader, I am becoming the same strict teacher. In general, KIMEP had a very big influence on my development. For example, I have two partners in the studio and they are both KIMEP alumni Temirlan and Ablaihan Toguzbayevs. The studio would not exist without KIMEP."



ASSEL ADILI, FOUNDER OF ADILI BRAND, BSC 2008

Assel Adili is a KIMEP Bachelor of finance program alumni. Now she is a founder of the Adili brand. After KIMEP, Assel got her master's degree from Manchester University. Then she worked in Kazagro and Private equity companies in the finance sphere.

Also, Assel started to develop her own brand Adili. She was combining work and expanding business for 4 years before leaving the job. "The brand started from my interest and enthusiasm. Adili is a home textile brand that keeps Kazakh traditions in a modern design."

Assel states that unlike other businesses her brand increased the number of employers during the pandemic because people were isolated in their houses and wanted to create a cozy atmosphere. Certainly, Assel needed to implement some changes in her business because of quarantine. Delivery was organized and the website was improved for order efficiency and customer satisfaction.

The textile industry in Kazakhstan has been sluggish the past few years. There are some new companies but they have a lot of difficulties. For example, raw materials are brought from abroad and this increases the cost of production, as a result, textile products are expensive for customers.

Assel suggests to current students to start taking steps towards their dreams. "Everything is possible."



AIZHAN RYMBAYEVA, JOURNALIST, MAIJ 2019

Aizhan was studying the KIMEP Journalism Master program. After KIMEP she worked in HABAR media. When quarantine started she began her own Youtube channel Go Ferma. In this project, she shares Kazakh farmers' stories and tells about agriculture development: "At the beginning of pandemic, we moved to distance working. I went to my hometown Semey. My dad is a veterinarian, so the livestock industry was interesting for me from childhood. I got sick with coronavirus and read that goat milk is very beneficial for health. So I bought goats. That's how my little farm started."

"The main goal of my project is to give people reliable and understandable information about farming. I take interviews from farmers, talk about innovations in agriculture and release some educational videos for those who want to start their household."

The most difficult part was combining my major work in British Council Kazakhstan and my new project. I realized that I am much more interested in my farm project and left the job. Now I am happy because I found my passion.

I became a member of the International Association of Agricultural Journalists. I have plans to go to international platforms to travel around the world to see what the situation is in other countries. I am proud that I have already been invited to Turkey for an International Conference of Agriculture.

For students I would say try different things, never give up, be flexible in business, and do not be afraid to make mistakes."



ADILBEK ARIF AHMED, MUSICIAN, BSSPS 2011

Adilbek, most known in the music industry as Arif from childhood, was interested in music and dancing. In 2007 he enrolled at KIMEP University political science program and minored in marketing. In KIMEP he continued his passion for music and joined a rock band. "KIMEP gave me an incredible number of friends. All the partners with whom I work, the musicians with whom I cooperate are from KIMEP. For example, now we collaborate as musicians with Meruert Bektayeva, who is from KIMEP. After so many years we continue to support each other. The most important thing is that KIMEP forms a community." After KIMEP his first job was in the marketing department of Toyota Motors Kazakhstan.

Arif believes that a big change happened with streaming platforms like Apple Music that give opportunities to artists to earn money. Now there are a lot of talented musicians that raise important social topics and form an image of our country. For example, the Irina Kairatovna band is very popular in Russia and CIS countries, not only in Kazakhstan. He is sure that to develop the Kazakhstan music industry, there should be more production centers that will help young artists build a career. Also, the government should support young talents. For example, establish grants for music projects and support our musicians in studying abroad.



Music creation starts with the idea. He gets inspired by life experience, emotions, and communicate with people. Also, he takes ideas of songs from movies. "I imagine what I would do in the place of the character. All this together gives me an understanding of the mood of the song." Then he writes lyrics for the melody and with his band further develops a song.

He plans to release a clip and music album with Meruert Bektayeva, also to continue his solo project Arif. His advice to students who want to become musicians is not to be afraid. "If you believe in yourself, if you think that you have a worthy talent, if you are sure that your music can give some emotions to listeners and will respond in the hearts of these people, you need to do it. To be a musician is development, learning, investing in yourself as a brand, how you look, how you perform, what quality of songs you have."

MERUERT BEKTAYEVA, MUSICIAN, BSC 2010

In the time she was a KIMEP student Meruert understood that office work is not her passion. From childhood, her hobby was singing. In KIMEP she participated in a lot of singing competitions and organized a band with her friends. "I enjoyed performing with the band, but I have never thought about singing as a professional career". Many years later at the age 28, her dream came true and she enrolled in the conservatory. Now Meruert is an Opera singer and released a new song "Желсіз түнде жарық ай" feat. with Adilbek Arif who is also KIMEP alumni. They met in the KIMEP Showtime competition. "KIMEP allowed me to try myself in different fields. There are a lot of creative contests and student organizations connected with art. I remember performances with the band, preparations for exams in the library, talks with my friends in Grill. I made lifelong friendships in KIMEP. Every time I think about KIMEP I always have warm memories."

Meruert believes that in Kazakhstan the creative industry is developing very fast.



Because nowadays every person has an opportunity to contribute to the creative industry, especially in music. Today there are a lot of tools for musicians like Instagram, Tiktok, Youtube to share their art with people all around the world and become popular. A lot of talented people like Dimash Kudaibergen, Daneliya Tuleiasheva, Imanbek present Kazakhstan to the global community and make people more aware of our country. Meruert thinks that the government should invest in talented people and create support programs for them because the main problem for all artists is a lack of finance for song recording and clip shooting.

Meruert gets inspired by people and their stories. She plans to continue creating music, mix different genres and raise meaningful topics in her songs. Her advice to current students is to find their way.

"If the whole world is doing in a certain way, this does not mean that you should do the same. Do it your way, be creative, try it, even if it's very scary"

MADINA AMAN, DESIGNER, BAJ 2007

"KIMEP was the best time in my life. The first article I wrote, the first time falling in love, lifelong friends, parties - all that are great memories."

Madina is KIMEP BAJ alumni. She found a job in her 4th year of study. She was an editor of BoBo's magazine for youths. Now Madina is a founder of three businesses connected to the fashion industry. She got the idea of fashion business from journalism. "After BoBo's I was invited as an editor at Harper's Bazaar and for the next ten years, I worked in fashion journalism. I met Kazakh designers, studied their products, read all the books on fashion history that I found at that time. My friend and I launched the brand 'One beat of silence' last year - we came up with it in quarantine."



Almaty Pop Up store, 'One beat of silence' brand, and Sentyabr.me marketplace are well-known Kazakhstani brands. "All brands are different and that requires different development strategies." Almaty Pop Up Store is the largest design market for local brands in Central Asia. Sentyabr.me is a niche highly specialized marketplace for Kazakhstani designers. 'One beat of silence' is basic clothes for every day of excellent quality in an affordable price category. In the future, she plans to expand her brands to other countries and to develop new products.

To students who want to create fashion businesses, she recommends studying art and fashion history and developing a sense of beauty.

DANIELYA KYDYRBAYEVA, BLOGGER, BMGT 2019



Danielya enrolled in the KIMEP University management program. From the fourth year of study, she did her internship in the Parmigiano group and got her first job. My suggestion to all students is to do their internship earlier in the company they would like to work for. Quarantine changed her career direction. In 2020 she worked in the famous Instagram and Youtube project Jokeasses: "I worked with them for half a year, it was a great experience for me, then I decided to develop my own Instagram." Danielya started her blog in 2014 when social media just began becoming popular. At that time it was a hobby. In 2020 she posted several funny Tiktok videos: "People began to perceive me as a Tiktok blogger." Now she has 17800 followers on Tiktok and 37800 followers on Instagram. Also, Danielya is a co-founder of Gfree cafe.

"For me, KIMEP is associated with freedom of expression and searching for your passion."

SUDOBA KHABIBI, BLOGGER, BIL 2019

Sudoba is a popular blogger with 87000 subscribers on Instagram. She got her first job as an assistant of a Law Firm CEO while she was studying at KIMEP Law School. "KIMEP taught me not to be afraid and to express my opinion. Also to work hard if you want to achieve your goals."

She started her blog in 2019 with critical videos about customer service in Almaty beauty salons.

"I have always been a fighter for justice and have always wanted to express my opinion". The most difficult thing for her was not to pay attention to the hate comments. Many people did not like that she showed some negative aspects of the salon business.

Sudoba states that all social media platforms are great to develop the creative industry. She notices that Kazakhstani young people are very ambitious and talented, so blogging has a large perspective.

"My suggestion to students is do not be lazy. Laziness is a big obstacle to success in any sphere."



DARIYA TEMIRBEKOVA, DESIGNER, BSC 2004



Dariya is KIMEP Business School alumni. After graduation, she worked 10 years in leading positions in the best international and local companies such as Deloitte TCF, Air Astana, PwC, Kcell. "KIMEP is a great institution. High quality of education, and most importantly, the best networking platform. Now, 17 years later, most of my classmates are successful entrepreneurs or people in high positions in various fields. Accordingly, you always have someone to ask for advice, from someone to get the necessary contacts or information. This is very important and valuable."

Currently, Dariya is the founder of the popular jewelry brand Brightdays Jewels.

"Brightdays Jewels is my third project. The first project was the Pictor art entertainment studio. It was the first studio of this type in Kazakhstan. I sold it in 2018, but it works successfully and I highly recommend visiting it. At the same time, I opened the Brightdays gift shop and in this shop, I exhibited my handmade jewelry in one of the windows. I have loved drawing and making jewelry since childhood, but before entrepreneurial activity, this was all just a hobby. On October 1, 2018, I created a separate account for Brightdays Jewels and applied for trademark registration." The most difficult for Dariya was that relatives didn't support her at the beginning of the project. "Plus, I was divorced from my child, the money I had accumulated was only enough to rent a studio and 50 thousand tenge remained in my pocket. It was hard. But when you do what you love, you are inspired by everything, both good and bad days. You see the world through the eyes of opportunities and not problems." Now she plans to open a new shop in Nur-Sultan. Also, she is testing Kaspi and Wildberries online platforms to make her products available for more customers. Dariya has big plans for the future to strengthen her brand in Kazakhstan and enter the Russian market.

Dariya states that in Kazakhstan the jewelry industry is not developed. The production in our country is expensive. Everyone has very similar products and it is difficult to stand out. Creative entrepreneurs always have the dilemma of selling something special and creative, what you like or what customers like. And for these two concepts to converge, it takes some time for a brand to get awareness, to make customers trust the quality of products so that finally you can add some uniqueness to the brand without losing clients.

"For students who want to start a business, I would suggest setting long-term goals, don't building a business for a couple of months. Hence the actions will be different. For example, it is easy to sell a bad product for very cheap, but the second time customers will not come to you. Exceed customer expectations in terms of quality, service, and they will stay with you for a long time."

VERONIKA GEIDAROVA, BLOGGER, BMKT 2019

Veronika is a KIMEP marketing department alumni. Now she is a popular blogger with the nickname miss_nika and with 30 000 followers on Instagram. She created an online course about visual aesthetics on Instagram. Also, she is the founder of the brand Timeplan ceiling planners. She started her own business on Instagram while she was a 3rd-year student. "After KIMEP I was working in the fashion marketing sphere. But a year after I left the job because I didn't have time for my blog and I wanted to develop it. Moreover, I never liked the idea of being an office worker."



When Veronika started her Instagram account it was just for sharing photos with friends. Even at the time Instagram wasn't so developed as a business platform Veronika took this seriously and tried to do good-looking and high-quality posts. "I was constantly asked how I make photos, how I post-process them. I began to post life hacks in stories, people liked it and I decided to make money on it. I created my guide on photo processing, and then a full-fledged video course, which now has great monetization and a lot of students."

The most difficult part was to do everything on her own starting from content production ending with thinking over course assignments.



"Inspiration can come from everything, from people, from travel, from nature, from beautiful places, from even delicious food. I believe that aesthetics can be found everywhere and content can be done absolutely in any country, in any city. The main thing is the desire to see aesthetics in every little thing of your life."

Veronika states that the info business on Instagram began to develop in our country. Peoples' preferences are changing. Previously Instagram was only an entertainment platform but now users are more interested in getting knowledge and learning something new from bloggers' content. She advises students who want to develop their blogs to put all effort and not to put off the beginning of their career.

"The best memories I have about the time spent in KIMEP are connected with organizing events as a member of the student organization. Also as an editor of KIMEP Pie magazine, I interviewed Natalya and Murat Osman, popular bloggers with millions of followers and creators of the famous "follow me" Instagram account."

ALUMNI REUNION 1995

CDD successfully conducted first virtual Alumni reunion of Class 1995 with 25 participants from all parts of the globe. Representatives of Class 1995 from North America, UK, Israel, Europe were happy to get together thanks to online opportunities.

This is the first Reunion to be held amid a pandemic at Zoom, but it has provided an opportunity for alumni from all over the world to participate. They all gathered together with a glass of wine in a friendly company to remember their student years.

From 8 pm to 12 am the event went so well that no one wanted to leave.

And we invite you to take part in Reunions, because this is a great opportunity to reunite with old friends and remember student life, which is a special time for everyone.



FEMTORSHIP PROGRAM

Femtorship 2020-2021 is the new project of Corporate Development Department (CDD). The aim of the Femtorship program is that KIMEP Alumna will become mentors for current female students to help, guide, inspire them on their path to career growth and overall success.

In December 2020 Kamila Lukpanova, Irina Kopylova, Zarina Aitkulova and Talita Zhumatayeva were selected as femtors.

KIMEP 3-4 year female students send their motivation letters for the Femtorship program and 8 of them were selected. On January 10 the program started.

In spring 2021 we organized the first offline meeting of femtors with their mentees. They discussed goals and results of a program, mentees shared their thoughts about their future careers, and gave feedback to femtors.

One of Femtorship program participants, Aruzhan Kenenbayeva shared her experience.

«I applied to the program because at that time I could not decide what career and even life path I wanted to choose. And I was also inspired that it was Femtorship, because I thought that with other women I might share similar life experiences and they would understand me better.

My mentor was Irina Kopylova. I chose her because we have the same Major in HR. And I am happy about it! Because we also met in characters, views, she is very open-minded, bright, and active. We saw each other a couple of times at personal meetings and then kept in touch via Whatsapp. She shared her experience of student life and career development. The program opened my eyes to all opportunities that exist and now I am more confident about my future.»



MENTORSHIP PROGRAM

September 16 is the home stretch of KIMEP Mentorship and Femtorship programs 2020-2021. CDD awarded certificates to our mentees and mentors.

Mentorship is one academic year program by CDD that aims to develop a relationship between KIMEP current students and alumni, to help senior students with their career and life paths, and to create KIMEP mentors community.

We organized a master class for mentors and femtors of 2020-2021 programs to get them to know each other, to discuss the objectives of the program, and to explain the mentor-mentee relationship code. Supervisors in the master class were our alumni Aida Alzhanova and Valeriy Dordjiyev.

This year 9 alumni volunteers have been chosen.

1. Ainur Amanzholova, BSC 1999, MBA 2003
2. Anuar Balgambayev, MBA 2007
3. Artur Paltushev, BSC 2010, MBA 2015
4. Envera Issabayeva, BSSPA 2009
5. Larissa Yermoshkina, MBA 1995
6. Ruslan Dyussekov, MBA 2005
7. Valeriy Dorjiyev, MBA 1995
8. Yulia Yudina, BSC 2004
9. Zauze Nurova, MBA1997

We selected these alumni, because of their active involvement in KIMEP life; we paid special attention to their ability and desire to guide our students on the path of career-building, professional growth, and life values.

During the program mentors met with their mentees online, gave advice on their work, internship, or student life.

At the end of the program, a meeting with mentees was organized, where students gave their feedback on mentors' work and the program itself.

ALUMNI TALKS

Starting September 2021, we continued our traditional Alumni Talks, in which graduates of different years performed on a different themes:

- 1 Asset Begaliyev, BSC 2007 “Find and start your own business and gain freedom”

- 2 Sedred Asretov, BSC 2018 “Startup career: from intern to CEO”
- 3 Gulnar Amangeldina, MLLM 2021 “Self branding lawyer: why do you need to become a brand today?”

CAREER TALKS

From the beginning of 2021, the KIMEP Career and Employment Service continued career platform “CareerTalks” for all Kazakhstan’s students.

How to build a successful career? What professions are in demand today and tomorrow? How to get into a large international company? What are the global trends in the labor market? How to launch your startup? and much more information can be learnt on a platform where successful entrepreneurs, leading experts and business trainers in various business sectors from different industries share their opinions and experiences.

Since January 2021 CES has held sessions with

1. Speaker: Yuliya Hotsina, People&Culture Business Partner, JTI Kazakhstan
Topic: How to build a career in the company of your dream
2. Speaker: Mira Soullen, KIMEP Alumni 2008, Marketing and Growth Advisor/Vice President of Marketing at FundRazr
Topic: How to adjust and gain a skill set for building a successful career trajectory
3. Speaker: Dinara Yarulina, HR Business Partner manager, Program manager of Danone Kazakhstan Company Young PRO
Topic: The latest trends in selection in global companies
4. Speaker: Yermek Akhmetov, HR Director, L’Oreal Kazakhstan
Topic: International case championship L’Oreal Brandstorm 2021
5. Speakers: Togzhan Seitova, Agency of the Republic of Kazakhstan for Civil Service Affairs. Department of Civil Service. Selection Department for State and Law Enforcement Service, Chief Consultant

6. Speaker: Elmira Salimova, Project expert, career consultant, unified online recruiting platform Samruk Qyzmet
Topic: Civil service: myths and reality, career development, stages of selection
7. Speaker: Anna Timofeyeva, an expert in the field of personnel management with more than 25 years of experience
Topic: Conscious career management
8. Speaker: Askhat Bekishev, Professional Development manager JTI Kazakhstan
Topic: Effective communication skills
9. JTI Kazakhstan
Topic: JUMP: MAKE IT BRIGHT
10. Speaker: Aigul Barmagambetova, KIMEP Alumni 2006, Head of content management department at Viled.kz
Topic: Fashion industry: how to get in and build a career
11. Speakers: Aliya Balykbayeva, Senior Associate, Human resources and Professional Development department
Rozalina Chicherova, Employer Brand & HR Communications, Talent team
Topic: EY Central Asia: Path to success
12. Speakers: Irina Lee, HR Specialist, People department
Adi Atzhanova, Recruitment Marketing Specialist, People department
Topic: Build your brilliant career with KPMG
13. Speakers: Julia Martsinkus, HR Director
Galina Demurina, Head of Training Department
Topic: The 5 common mistakes students make when starting a career
14. Speaker: Aigerim Magzumova, KIMEP Alumni 2018, MARS Kazakhstan Leadership Experience Program
Topic: Leadership and Project management

CONTACT US

WAYS TO KEEP IN TOUCH

- Have you changed your job, email or phone number? Update your contact information electronically: cdd@kimep.kz or www.kimep.kz/portal/account/registeralumni
- Keep up to date on events, news, contests, and more via e-mail.
- Get together with alumni in your region or who share your interests.
- Build your professional networks and connect with Alumni through KIMEP official pages on Facebook @kimepalumniassociation and Instagram @kimep_alumni_association

ALUMNI SUCCESS STORIES

If you would like KIMEP to highlight your professional or community service activities, personal or family achievements, we will be happy to include your profile in alumni-related publications.

Please contact cdd@kimep.kz to participate.

SERVICES FOR ALUMNI

KIMEP is proud of its Alumni. The success of the Institute depends primarily on the success of its graduates. KIMEP is pleased to offer the following list of benefits for its Alumni, and encourages Alumni to take advantage of the following services.

- 10% discounts for the trainings of Professional Development Programs (PDCP) of the College of Continuing Education of KIMEP, as well as foreign language courses and preparatory courses for the children for the admission to KIMEP.
- Free access to the information resources of the KIMEP Library.
- Free entrance to the KIMEP Sports Center.
- Rental of the conference halls of KIMEP with 20% discount for the conferences, trainings, and seminars.
- Career and Employment Center offers its services to help alumni to find good candidates among KIMEP graduates for work or students for internships opportunities.



Dear KIMEP Alumni,

I am writing to inform you about KIMEP University's attractive new PhD degrees, and announce that PhD candidates will earn stipends to support themselves during their study.

The following Doctor of Philosophy degrees are available for you to earn terminal degrees at KIMEP, the leading western-styled university in Kazakhstan and Central Asia:

- PhD in Accounting and Audit
- PhD in Finance
- PhD in Management
- PhD in Marketing
- PhD in Public and Municipal Administration
- PhD in Economics
- PhD in Education Policy and Management

For students accepted into these terminal degree programs, KIMEP University will provide full-scholarships for three years, which is the minimum time to complete a PhD. Plus, students will receive a stipend for living expenses so they can focus on their studies, and the amount will depend on previous academic qualification and teaching experience.

Welcome everyone to apply, encourage you to share this exciting news with your relatives and contacts.

Yours sincerely,



*Chan Young Bang, Ph.D.
President, KIMEP University*



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