

# WCBEM 2022

## 11TH WORLD CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

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06 -07 OCTOBER 2022 | TURAN UNIVERSITY | ALMATY, KAZAKHSTAN

# PROGRAM BOOK

### WCBEM-2022 Participants Flags



TURAN  
UNIVERSITY





**11th**  
**World Conference on Business,  
Economics and Management**

**Turan University  
Almaty, Kazakhstan  
06-07 October 202**

**Program Book**

## **Organized by**

Turan University, Kazakhstan

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## KEYNOTES



**Dr. Natalya Khokholova**

Kazakh National and Pedagogical University, Almaty,  
Kazakhstan

**Keynote Title:** "Implementation of sustainable development goals in the training of science teacher"

**Abstract:** Coined by the Russian formalist Mikhail Bakhtin, the term chronotope in 1937 helps the reader scholars to understand the context of the time and socio-economic conditions in which the given text was conceived. Chronotope is an interaction between time and space that provides the full tempo and progression of the provided story. Thus, consideration of this semiotic field generated by the amalgamation of time and space aids readers in understanding the development of the narrative and appreciating its emotion-fused rhythmic effects. The same approach of acknowledging time and space to recognize the issues in Education is advisable to eliminate or deal with them. There are three main issues in the World right now: Crisis in Education, CoVid-19, and Climate Change. Although there is a palpable and overwhelming crisis in Education, it is hard to define this tendency's specific reasons and chronological line. Contemporary Issues in Education began earlier than the pandemic of CoVid-19 that caused distancing and isolation and made the classroom teaching/learning experience redundant. And perhaps, it is contemporary to Climate Change, an outcome of the inhumane and exploitative methods of men harvesting and using the planet's natural resources to their dangerous short-term gain. However, the recent studies reveal that the issues in or with Education began with the occurrence of the new language: a language of coding, a digital linguistic unit, the one that can create and augment the alternative and virtual reality, and is making the classical languages subsidiary. This post-millennia phenomenon affected the learners' ability to keep their focus long enough to tolerate the entire standard fifty- minutes lecture or to finish reading Leo Tolstoy's masterpiece War and Peace (1869). Therefore, the solution is to come to terms with accepting the new norm, the illusory digital dominance, and by interconnecting it with the traditional methods of searching for the ultimate truth.

**Bio:** Dr. Natalya Khokholova holds a position of Associate Professor at Yeosu Technical Institute in Tashkent, at the Department of Humanities and also performs her duties as an examination assessment specialist for the Quality Assurance Board. She teaches a variety of courses from Teaching methods of ESL to the Introduction to Economics for the Art and Design department. She received her Ph.D. degree in 2015, from University of Illinois, Urbana-Champaign from the Department of Slavic Languages and Literature.

She is the author of articles on financial adventures of characters of the 19<sup>th</sup> century Russian novels, and the matters of gender in Soviet film, in Sergei Eisenstein's aesthetics.



**Prof. Dr. Jesus Garcia Laborda**  
Dean of the College of Education  
Universidad de Alcala

**Keynote Title:** "Changes and trends in Teacher Education after the COVID pandemic"

**Abstract:** This presentation deals with the current challenges that are imposed in the training of teachers in the World. Based on experiences in European teacher training seminars, this paper will review some of the totally necessary aspects such as internships, formative and summative assessment, transnational policies, and significant changes in training in the upcoming situation after the COVID pandemic.

**Bio:** Jesús García Laborda has a Master's in ESL (University of Georgia), a Master's in Comparative Language and Literature (University of Wisconsin), a Ph.D. in English Philology (Complutense University of Madrid) and a Ph. European in Didactics (Complutense University of Madrid). He has been an assistant professor at the University of Georgia and the University of Wisconsin. He has also been a Visiting Scholar at Penn State University and the University of Antwerp and has taught courses in Colombia, Lithuania, Cyprus, Turkey, and Brazil. He has been principal investigator in four R&D projects and participated in seven more. He has also directed five teaching innovation projects at the University of Alcalá and the Polytechnic University of Valencia. He was director of the Department of Modern Philology at the University of Alcalá (2016-19) and since 2019 he is Dean of the Faculty of Education at the same university. He is also Editor-in-Chief of the journals Global Journal of Foreign Language Teaching, Internal Journal of Learning & Teaching and co-editor of Computer Assisted Language Learning Electronic Journal (SCOPUS), as well as a member of the scientific committee or evaluator of another 15 impact journals (JCR/SCOPUS/ESCI). He is a specialist in language teaching, assessment, educational technology and bilingual education. He has published more than 85 articles indexed in SJR / SCOPUS / WOS <https://www.uah.es/es/estudios/profesor/Jesus-Garcia-Laborda/>



**Dr. Kulyash Kaimuldinova**

Doctor of Geographical Sciences, Professor  
Director of the Institute of Natural Sciences and Geography  
Abai Kazakh National Pedagogical University, Kazakhstan

**Keynote Title:** "Implementation of sustainable development goals in the training of science teachers"

**Abstract:** "Will be announced"

**Bio:** Date of birth - July 25, 1966

**Professional experience**

- ❑ **Assistant Lecturer** Physical Geography dept. Abai Kazakh Pedagogical Institute, Almaty. Sep 1988 – September 1997
- ❑ **Senior Lecturer** Regional Geography dept. Abai Kazakh National Pedagogical University, Almaty. September 1997 – September 2002
- ❑ **Associate Professor** and Senior researcher Regional Geography dept. Abai Kazakh National Pedagogical University, Almaty. September 2002 – September 2006
- ❑ **Head of the Department of Regional Geography and Tourism.** Abai Kazakh National Pedagogical University, Almaty. September 2006 – March 2016
- ❑ **Director of the Institute of Natural Sciences and Geography** Abai Kazakh National Pedagogical University, Almaty. March 2016 - the current time

**Education**

**Doctor of Geographical Sciences, Physical geography** **June 2010**  
Institute of Geography of the Ministry of Education and Science of Kazakhstan, Almaty, Kazakhstan

**Candidate of Geographical Sciences (PhD), Nature protection** **December 1998**  
Al-Farabi Kazakh National University, Almaty, Kazakhstan

**Higher education** **1983-1988**  
Abai Kazakh Pedagogical Institute, Almaty, Kazakhstan





**Prof. Dr. Huseyin Uzunboylu**

**Professor** of Educational Technology

**Member**, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, **CYPRUS**

**President**, Cyprus Educational Sciences Association  
(Members of EERA & WERA)

**Keynote Title:** "Internationalization in Higher Education"

**Abstract:** "Will be announced"

**Bio:** Prof. Dr. Huseyin Uzunboylu he had completed high school at 20 Temmuz High School in Cyprus. In 1995, his higher education career began by winning the Anatolia University, Department of Communication and Planning on Education in Turkey. And after he had completed his preparatory education in one year and he has completed his undergraduate degree in 1991. Prof. Dr. Huseyin Uzunboylu has started his graduate education in Ankara University, the Department of Curriculum and Instruction in 1993 and graduated in 1995. He was accepted into the doctoral program in the same university, Educational Technology Department of Educational Sciences in 1995 and he has completed his PhD degree in 2002. In 2003, he became an Assistant Professor in the Department of Computer Education and Instructional Technology at the Near East University, he was an Associate Professor in 2005 in Ataturk Faculty of Education, and in December 2010, with respect to the members of juries he was appointed as a professor. After doctoral studies he started working at the Near East University, Faculty of Arts and Sciences Department of Psychology in 1996 and he taught courses that educational sciences and research methods. He coordinated of 'Pedagogy Certificate Program' which was conducted by the University from 1997 to 1999, and since he conducted Chairman of the Department of Computer Education and Instructional Technology from 2004 to 2013. From 2013 to 2018, he serves as a Dean of Faculty of Education.

Since 23 October 2019, he is appointed to member of Higher Education Planning, Supervision, Accreditation and Coordination Board by President of North Cyprus (TRNC). Prof. Dr. Uzunboylu has five academic books published by Turkey's respected publishing firms; he has supervised five doctoral and 63 master's theses up to now. He has 103 high-level articles that searching by Web of Science (SSCI, SCI, SCI-Expanded, ESCI); He has 27 searching article and published papers are presented on the international or national conferences. He is editor-in-chief of the Cypriot Journal of Educational Sciences; also, Prof. Dr. Uzunboylu serves as the boards of many journals referee within the searching in the Social Sciences Citation Index. Since 2004, he is taking place on the list as founders, and he is president of the Cyprus Educational Sciences Association (KEB-DER). In 2010, Prof. Dr. Uzunboylu has a major role

representing KEB-DER and put effort on being a full member of European Educational Research Association.



**Prof. Dr. Ablet Kamalov**  
Turan University, Kazakhstan

**Keynote Title:** “Will be announced”

**Abstract:** “Will be announced”



**Prof. Dr. Serik Akhanov**  
Chairman of the Board of the Association of Financiers of  
Kazakhstan, Turan University, Kazakhstan

**Keynote Title:** “Will be announced”

**Abstract:** “Will be announced”



**Prof. Dr. Boris Japarov**  
Member of European Academy of Science and Arts, Turan  
University, Kazakhstan

**Keynote Title:** “Will be announced”

**Abstract:** “Will be announced”

# Program Book

## 06/09/2022, Thursday

Almaaty: 09.45 A.M.

### IMPORTANT EVENTS

06.10.2022 11:15 – 11:30	<b>Opening Ceremony</b>	
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TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 1</b> 11:30 – 12:10	“Implementation of sustainable development goals in the training of science teacher”	Dr. Natalya Khokholova	<b>1</b>

TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 2</b> 12:10 – 12:50	“Changes and trends in Teacher Education after the COVID pandemic”	Prof. Dr. Jesus Garcia Laborda	<b>1</b>

13:00 – 14.00	<b>LUNCH</b>	
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TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 3</b> 14:00 – 14:40	“Implementation of sustainable development goals in the training of science teachers”	Dr. Kulyash Kaimuldinova	<b>1</b>

TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 4</b> 14:40 – 15:30	“Internationalization in Higher Education”	Prof. Dr. Huseyin Uzunboylu	<b>1</b>

TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 5</b> 15:30 – 16:10	“Will be announced”	Prof. Dr. Ablet Kamalov	<b>1</b>

TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 6</b> 16:10 – 16:50	“Will be announced”	Prof. Dr. Serik Akhanov	<b>1</b>

TIME	TITLE	SPEAKER	HALL NAME
<b>Keynote 7</b> 16:50 – 17:30	“Will be announced”	Prof. Dr. Boris Japarov	<b>1</b>

**Session 1**  
**07/10/2022, Friday**  
**14:00 – 17:30**

**HALL-1 (GLOBE-EDU & WCPSY)**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Electronic politics and its representations in literature NFTs literature as an example	Tareq Zeyad Mohammed; Iraq
2	Understanding context: An essential factor for educational change success	Yousif A Alshumaimeri; King Saud University, Saudi Arabia
3	The Relationship between Procrastination and Hope with Self-care Behaviors in Women with Heart Failure	Mohamad Reza Khodabakhsh; Islamic Azad University, Iran
4	Attitudes of students of University towards their future	Atefeh Ferdosipour, Isan Sheidaei Khosroshahi; Islamic Azad University, Iran
5	High stress level among women in Kazakhstan: a pilot study	Diana Temirzakova; West Kazakhstan Marat Ospanov Medical University, Kazakhstan
6	The effectiveness of treatment based on acceptance and commitment on the symptoms of chronic fatigue and self-conscious emotion of female heads of the household	Mohamad Reza Khodabakhsh; Islamic Azad University, Iran
7	Implementation of university-wide anti-harassment policies and practices as a Central Asian university.	Elena Molchanova, Elena Kosterina, Elena Kim, Michael Freese; American University of Central Asia, Kyrgyzstan
8	The Effectiveness of Emotion Focused Therapy on Attachment style and Social Anxiety in Teenagers.	Mohamad Reza Khodabakhsh; Islamic Azad University, Iran
9	The structure and formation of creative competence of an elementary school teacher	Aigul Esenkeldykyzy Akhmetsapa, Zhetysu University named after I. Zhansugurov, Taldykorgan, Kazakhstan, Huseyin Uzunboylu; Near East University, Cyprus
10	Exploring the Compelling Rationale to Include Programming in the K-12 Curriculum	Iman H. Aljameel; Saudi Arabia

**Session 2**  
**07/10/2022, Friday**  
**14:00 – 17:30**

**HALL-2 (ADPOL, WC-BEM & WCIT)**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Unseen Women Labor and Organization in Rural Development	Gülen Özdemir; Turkey
2	Media noise: new risks of social reality	Alla Polyanina; Russian Federation
3	Relationship between Perceived gender stereotypes and personality traits on electoral behavior among 133 senior non-teaching employees of federal universities	Kingsley Onyibor Nweke; Nnamdi Azikiwe University, Nigeria
4	University Business Incubators and Opportunities for Collaboration with Companies within the Start-Up Supporting Process	Saken Kazhenov; Politecnico di Milano, Italy
5	Study on the Impact of Risk Management Practices on The Loans and Advances of Selected Banks	Sharad Kumar; University of Commonwealth Caribbean, India
6	Malaysian student's attitude towards organic food buying behaviour	Mohamed Bilal Basha; Higher College of Technology, Sharjah, United Arab Emirates
7	The impact of Nationalization policies on the design of HR Information Systems.	Lawal Yesufu; Higher Colleges of Technology United Arab Emirates
8	Cyber-security Countermeasures, and Vulnerabilities to Prevent Social-Engineering Attacks	Ramiz Musallam Salama; Near East University, Cyprus
9	An Investigation of Design Management Applications in the Textiles and Apparel Industries	Reham A. Sanad; Damietta University, Egypt
10	The importance of Economics in Education trends	Jesus Garcia Laborda, Universidad de Alcala, Spain
11	"Efficient methods for detection and prevention of ARP spoofing attacks"	Kymbat Zhumagulyky Seilkhanova, Sabyrzhan Kubeisinovich Atanov, L.N. Gumilyov Eurasian National University, Kazakhstan

**HALL-3 (ADPOL, WC-BEM & WCIT)**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Türkiye'de Cds Risk Primi İle Doğrudan Yatırımlar, Bist-100 Endeksi, Döviz Kuru İlişkisi Üzerine Amprik Bir İnceleme	ZEYNEP TOPALOĞLU, MELEK KIDEMLI; Türkiye
2	Creating a Mobile Application for Online Shopping that has all the Features Required for the Process	Ramiz Musallam Salama; Near East University, Cyprus
3	Kazakhstan's experience of venture financing of technological entrepreneurship	Akbota Nuralim Esenkyzy; Turan University, Kazakhstan
4	The rise of digital higher education during the pandemic	Liudmila Kompaneeva, Evgenia Gulyaeva, Yulia Semikina; Volgograd Institute of Management, Russian Federation
5	Designing an Android-based Mobile app to address issues with online shopping.	Ramiz Musallam Salama; Near East University, Cyprus
6	Internet as a tool for countering terrorist crimes	Irina Kulagina, Dmitry Semikin, Evgenia Gulyaeva, Julia Semikina; Volgograd Institute of Management, Russian Federation

7	Development an Android-based mobile app to solve transportation issues	Ramiz Musallam Salama; Near East University, Cyprus
8	Security Technologies Using Facial Recognition	Ramiz Musallam Salama; Near East University, Cyprus
9	Using a map matching technique, real-time position tracking for security purposes	Ramiz Musallam Salama; Near East University, Cyprus
10	Green Purchasing a Choice or Stakeholders Pressure? An Empirical Investigation of Retail Hyper Markets in UAE	Pervez Akhtar; Higher Colleges of Technology, United Arab Emirates
11	The economic richness generated by International Tourism: a case study – Portugal	Carlos Rodrigues, Ana Campina; Universidade Fernando Pessoa, Faculdade de Ciências Humanas e Sociais, Porto, Portugal.

16:30 – 17.00	<b>Coffee Break</b>
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1	<b>Closing Ceremony</b>
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