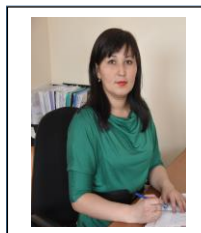


**Faculty of Languages and Management
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INFORMATION ABOUT THE TEACHER



Last name: Mashanova
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Total work experience 21 years
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Work experience in this institution 21 years
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EDUCATION INFORMATION

Al-Farabi Kazakh National University Course Certificate «Marketing innovation»	Almaty august 2020
Nazarbayev Intellectual Schools Learning to teach remotely	october 2020
Nazarbayev University seminar MES RK «Planning the educational process in the context of the updated state educational standard»	Astana 18-19 april 2019
WKITU Course Certificate "Improving the IT competence of teachers in conditions of distance learning "	Uralsk, RK august 2020
WKATU named after Zhangir Khan training seminar «Modern requirements for the development of OP», organized by the national council of the Erasmus + program	Uralsk, RK June 17-18 2019
AgroEvolution LLP seminar "Digital transformation of business"	January, 2019
Nazarbayev University seminar MES RK "Educational activities of universities in the conditions expanding academic and managerial autonomy"	Astana November 22-23, 2018

WKITU Certification course G. Ketterle "CORE Principles - Teaching Experience at the University of Germany"	Uralsk, RK september 2017
NARKHOZ University Personnel management and development	Almaty June 2017
Springer Nature The official springer nature training how to use how to publish	Uralsk, RK february 2017
Center for Continuing Education WKSU named after M. Utemisov Certificate Course "Higher Education Pedagogy"	Uralsk, RK october-november 2016
University of Economics Экономика и финансы	Bydgoszcz, Poland March 2016
WKITU Seminar Certificate by Dr. J.R. Lindemann "Business Ethics, operational risks"	Uralsk, RK April 2016
LLP "Kazakhstan Training and Consulting Center" Certificate "Human Resource Management in the System of Modern Education Management"	Uralsk, RK February 2016
Independent Agency for Accreditation and Rating Certificate of the training seminar "Development of an intra-university education quality assurance system"	Uralsk, RK January 2016
Professional Academy "Turan Profi" Astana - Marketing Basics	 July 2015
MNAGPU "Center for the Development of Legal Science and Education" • Certificate of the seminar "Scientific and innovative activity in vocational education"	Almaty, RK November 2013
Thomson Reuters • Certificate of the online seminar "Thomson Reuters Scientific and Scholarly Research "	Uralsk, RK March 2013
Institute of Directors LLP • Certificate of a seminar for university teachers for the course "Corporate Governance"	Uralsk, RK March 2012
JSC "National Center for Scientific and Technical Information" • Certificate of the training "Implementation of the basic principles of the Bologna process and the introduction of the ECTS system in universities in Kazakhstan"	Uralsk, RK November 2012
"Karaganda Power Plant of Kazpotreboyzuz" • Certificate "Development of remote sensing technologies training for humanitarian specialties "	Karaganda, RK February 2011
"International Professional Academy" Turan-Profi " Certificate for the course "Advanced training of executives and managers in the economy of the Republic of Kazakhstan"	Uralsk, RK May-November 2010

West Kazakhstan State University named after M. Utemisov • Postgraduate studies	Uralsk, RK June 2009
IPK at Al-Farabi KazNU Certificate in the specialty "Marketing"	Almaty, RK May 2009
IPK at KazNPU named after Abay Certificate in the specialty "Marketing"	Almaty, RK April 2006
West Kazakhstan State University named after M. Utemisov Master's thesis defense Master's degree in Economics in the specialty "6N0506 Economics"	Uralsk, RK June 2006
Almaty State University Abay Marketing Economist Diploma	Almaty, RK May 2000

Work experience

West Kazakhstan innovation University of Technology Senior Lecturer of the Department of "Finance"	Uralsk Kazakhstan october 2015
West Kazakhstan engineering humanitarian University Senior Lecturer of the Department of "Finance"	Uralsk Kazakhstan september 2008 - october 2015
West Kazakhstan humanitarian Academy Senior Lecturer of the Department of "Economic Disciplines"	Uralsk Kazakhstan september 2000 - september 2008

PUBLICATIONS IN KAZAKHSTAN PUBLICATIONS

1. Mashanova S.A. Small business lending // Bulletin of the WCCA 2003, Uralsk
2. Mashanova S.A. Organization of marketing services // Materials of the republican scientific and practical conference "Memlekettik til: bilim zhane sayasat", WKGA, Uralsk, 2006
3. Mashanova S.A. Marketing planning // Bulletin of ZKGA 2006, Uralsk
4. Mashanova S.A. The choice of marketing strategies by enterprises // Materials of the international scientific and practical conference "Industrial and innovative development of the economy: state, problems and prospects", dedicated to the 75th anniversary of WKSU, Uralsk, 2006
5. Mashanova S.A. The main problems of using marketing by domestic enterprises // Proceedings of the international scientific and practical conference "Kasyrlar tokysyndagy turki urkenieti: sayasat, economics zhane madeniet", WKGA, Uralsk, 2007.
6. Mashanova S.A. Marketing activities of food industry enterprises // Collection of the international scientific-practical conference "Economic problems of Kazakhstan's entry into the 50 most competitive countries in the world", WKSU, Uralsk, 2007
7. Mashanova S.A. Competitiveness is a factor of success // Materials of the scientific-practical conference of the teaching staff of the WSCA "Message of the President - the future of the country", WSCA, Uralsk, 2008.
8. Mashanova S.A. Some results of marketing development in the food industry in the West Kazakhstan region // Scientific journal "Poisk-Izdenis" humanitarian series, Almaty, 2008
9. Mashanova S.A. Analysis of consumer preferences in the market of meat products in Uralsk // Materials of the international scientific-practical conference "Turkology in the new century: the state of spiritual values and research problems", ZKGA, Uralsk, 2009.
10. Mashanova S.A. Analysis of the market for meat products in WKO // Bulletin of KazNU named after Al-farabi, Economic series, 2009
11. Mashanova S.A. Enterprise competitiveness as one of the ways of effective development // Bulletin of Turan University, 2009

12. Mashanova S.A. Some issues of mortgage lending in the Republic of Kazakhstan // Materials of the regional scientific and practical conference "Independence and Youth", 2011
13. Mashanova S.A. Development of agromarketing in Kazakhstan // Bulletin of the WSCA No. 1, 2012, Uralsk
14. Mashanova S.A., Kim A.A., Kurmanova G.K., Salimbaeva Sh.D. Zhergilikti budgetter zhergilikti karzhynyk negizi // Materials of the international scientific and practical conference dedicated to the 100th anniversary of the birth of M.A. Gendelman "Innovation is the way to a new stage in the development of the agro-industrial complex" Kazakh Agro Technical University named after S. Seifullin, Astana, 2013
15. Mashanova S.A., Salimbaeva Sh.D. Some problems of improving the regional budgetary mechanism // Bulletin of the ZKGA 2 (23), 2013
16. Mashanova S.A., Salimbaeva Sh.D. Salyktyk kiristerdi zhosparlau - budget zhyesin basgaraudyk araly retinde // Bulletin of the WSCA, 2014
17. Mashanova S.A., Salimbaeva Sh.D. Budgettik zhosparlaud memlekettik shygyndar zhyesin galyptastyru mechinin zhetildiru // Republican scientific-practical conference "The Great Patriotic War in 1941-1945: history lessons and modern approaches" // Bulletin of WKGA 2 (31) - 2015, pp.45-52 , UDC 368 (574)
18. Mashanova S.A., Kusikbaeva L.Z. Basics of Internet Marketing // Eurasian Economics Integration: Economics, Kytky Zhane Aleumettik Aspectileri Atty Khalygaralyk Gylymy-Tazhiribelik Conference Materialdary, - Uralsk - 2015. - No. 2 (27).
19. Mashanova S.A., Kurmanova G.K., Salimbaeva Sh.D. Kazirgi zamanry budget of the sayasatynyh indicatorlary // Transit Economy, Almaty, - №2 (106), 2016. - P.77-82
20. Mashanova S.A., Salimbaeva Sh.D. QR budgetaryak katynastarynyk ozekti meseleleri // Materials of the international scientific-practical conference "Alikhan Bukeikhan - a fighter for the formation of Kazakh statehood", WKITU, Uralsk, 2016.
21. Mashanova S.A., Valieva E.N. Financial mechanism of medical organizations in the Republic of Kazakhstan // Materials of international scientific-practical. conference The role of the national currency in the economy in the context of globalization of the world economy.-Uralsk, -2018.- P.67-72;
22. The efficiency and effectiveness of public policy using the system of indicators // Scientific journal Economics: strategy and practice, No. 3 (15), 2020 - pp. 39-53

EDUCATIONAL AND METHODOLOGICAL WORKS

1. Mashanova S.A., Gabbasova A.A. Methodological guidelines for writing a thesis for full-time and part-time students of the specialty "050509-Finance" Publishing Center WKSA, 2007
2. Mashanova S.A., Gabbasova A.A. The program of industrial practice for full-time and part-time students of the specialty "050509-Finance" Publishing Center WKGGA, 2007
3. Mashanova S.A. Methodological guidelines for the final certification of students of the specialty "5B050900 - Finance" Publishing Center, WKITU, 2015
4. Mashanova S.A., Grishina S.F. The program of industrial (pre-diploma) practice for students of the specialty "5B050900 - Finance" Publishing Center, WKITU, 2015
5. Mashanova S.A., Kim A.A. Methodological instructions for the implementation of thesis for students of the specialty "5B050900-Finance", Publishing Center, WKITU, 2015
6. Mashanova S.A., Togasheva D.S. "Karzhynaryky zhane deldaldary" Electrondyk ogulyk
7. Mashanova S.A., Gabdrakhmanov M.G. Methodological instructions for the implementation of tests in the discipline "Management" for students of the specialty "5B050900-Finance", Publishing Center, WKIGU, 2015
8. Mashanova S.A. Methodological instructions for ISAO for students of the specialty "5B090200-Tourism" Publishing Center, WKITU, 2017
9. Abekeshev A.I., Mashanova S.A. The program of industrial (pre-diploma) practice for students of the specialty "5B090200 - Tourism", Publishing Center, WKITU, 2017
10. Abekeshev A.I., Mashanova S.A. Methodical instructions for the implementation of diploma works for students of the specialty "5B090200 - Tourism", Publishing Center, WKITU, 2017
11. Ernazarov Zh.T., Mashanova S.A. Program of research / experimental research work of undergraduates for all specialties WKITU, Publishing Center, WKITU, 2017
12. Ernazarov Zh.T., Mashanova S.A. Guidebook for undergraduates WKITU, Publishing Center, WKITU, 2017

13. Ernazarov Zh.T., Mashanova S.A. PROGRAM for passing a scientific internship for undergraduates of all specialties WKITU, Publishing Center, WKITU, 2017
14. Mashanova S.A., Salimbaeva Sh.D., Kurmanova G.K. 5B050900 - "Karzhy" mamandykynyk studentterine arnalgan "Memlekettik budget" peninen onu kraly, Astana, 2017- ISBN 978-601-7877-86-6

PUBLICATIONS IN FOREIGN PUBLICATIONS

1. Mashanova S.A., Kurmanova G.K., Nurmanova A.K., Salimbaeva Sh.D. ROLE OF THE OIL SECTOR IN THE ECONOMICS OF THE REPUBLIC OF KAZAKHSTAN // Proceedings of the International Scientific and Practical Conference "Russia and Europe: Linking Culture and Economy", Prague, Czech Republic, 2016 - P.371-372
2. Mashanova S.A. Status and assessment of non-tax revenues and income from capital transactions // Collection of articles of the VI International Scientific and Practical Conference "Problems and Prospects for the Innovative Development of World Agriculture" / SSAU im. N.I. Vavilova, 2016. - pp. 238-239.
3. Mashanova S.A., Kurmanova G.K., Salimbaeva Sh.D. Increasing the efficiency of public spending // Collection of scientific papers "Problems of modern science" Center for Scientific Knowledge "Logos" Stavropol, issue 26, ISSN 2309-2416, Pp. 75-82
4. Mashanova S.A., Kurmanova G.K., Nurmanova A.K., Aitmukanova G.M. Telecommunications Kyzmettiң narykyn җууыmdastyru negizderi // International Scientific and Practical Conference December 25, 2017 International Conference on Law, Economics and Finance, Seattle, USA
5. Mashanova S.A., Aitmukanova G.M., Kusikbaeva L.Z. The practice of using innovative teaching methods in teaching economic disciplines // Izvestia of the Institute of Control Systems SSEU
6. Increasing the efficiency of public spending // Problems of modern science: collection of scientific papers: issue 26. - Stavropol: Logos, 2016. - 106 p. - S. 75-82. The impact factor of the edition is 0.101. RSCI
7. The main issues of the effectiveness of financing social protection of the population in the Republic of Kazakhstan // Materials of the international. scientific-practical. conf. "Factors of human capital formation: analysis and development prospects" Elista: Izd-vo Kalm. university, 2019 –S.47-50
8. Some issues of the social insurance system of the Republic of Kazakhstan // Collection of articles IX Intern. scientific-practical. conf. "Problems and Prospects for the Development of Agriculture and Rural Areas" Saratov State Agrarian University. - Saratov: Amirit, 2020 - pp. 137-140
9. SOCIAL PROTECTION SYSTEM DEVELOPMENT IN KAZAKHSTAN IN THE CONTEXT OF EUROPEAN TRENDS // 18th International Scientific Conference “Problems of Enterprise Development: Theory and Practice” // European Proceedings of Social and Behavioral Sciences P.57-67
10. CLUSTER ASSESSMENT OF RELATIONSHIP OF SOCIAL PROTECTION AND ECONOMIC DEVELOPMENT IN THE ADMINISTRATIVE TERRITORIAL EDUCATIONS OF THE REPUBLIC OF KAZAKHSTAN // Economic Sciences • 2021 • No 3 (196)