



Last name, first name, patronymic:

Asubayeva Aigul Slyamgalieвна

Position (Department):

Senior Lecturer at the Department of Economics, Management, and Finance

Information about education:

Abai Almaty State University (Mathematics-Computer Science with honors)

Sarsen Amanzholov East Kazakhstan State University (Tourism, Economics with honors)

Academic degree:

Master's Degree in Economics

Academic title:

Pedagogical experience:

30 years

Subjects taught:

Innovative management; fundamentals of tourism studies; fundamentals of economics, entrepreneurship, and financial literacy; tour guide studies; statistics in tourism; statistics; organizational behavior; organization and technology of tour operator and travel agency activities; business organization.

Scientific interests:

Gender policy and Personnel Management in tourism

Publications and articles:

"Features of the legal culture of society" published an article in the "Polish Science Journal" 28.04.2023

The meaning and content of the concept of gender in the field of tourism (AMANZHOLOV UNIVERSITY NEWSLETTER "ECONOMICS AND LAW SERIES" No. 1 Ust-Kamenogorsk, 2022 Oskemen, 2022)

Development of the tourism industry during the pandemic...(AMANZHOLOV UNIVERSITY NEWSLETTER "ECONOMICS AND LAW SERIES" No. 1 Ust-Kamenogorsk, 2022 Ust-Kamenogorsk, 2022 Oskemen, 2022)

Development of inclusive tourism in the East Kazakhstan region..(AMANZHOLOV UNIVERSITY NEWSLETTER "ECONOMICS AND LAW SERIES" №1 Ust-Kamenogorsk, 2022 Ust-Kamenogorsk, 2022 Oskemen, 2022)

Human resource management of an organization in the context of innovative development (Collection of materials of the journal "Bulletin of Amanzholov University", 2022

Oskemen State University)

Labor motivation at the enterprise (Amanzholov Readings dedicated to the 120th anniversary of S. Amanzholov -2023

Oskemen State University)

Improvement of the system of assessment and certification of organizational personnel (Accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024.)

Peculiarities of personnel policy at the enterprise (Collection of materials of the journal "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024 and Opportunities" (accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024).)

Effectiveness of digitization in the labor process (accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024).)

Composition and structure of investment projects

and methods of their selection (accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024).)

The essence and content of investment (accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024).)

Analysis of problems and prospects for the development of digitization in public administration (accepted for publication in the collection of materials of the international scientific and practical conference "Economy of New Kazakhstan: Modern Challenges and Opportunities" on April 30, 2024).)

Modern types and approaches in advertising activity in the tourist sphere Koishinova G.K., Domalatov E.B., Asubaeva A.S.

Practicum on the basics of tourism A.S. Asubaeva, A.E. Zhanibekova

Yanovskaya O.A., Yesimzhanova S.R., Koishinova G.K., Asubaeva

A.S. "The problem of the development of the tourist market in Kazakhstan:

Theory, practice and methodology

2. Monograph"

3. Yanovskaya O.A., Yesimzhanova S.R., Koishinova G.K., Asubaeva

A.S. "The problem of the development of the tourist market in Kazakhstan:

Theory, practice and methodology.

4. Monograph Reprinted within the program "100 books

Kazakhstan""

5. Koishinova G.K., Asubaeva A.S., Nurgaliev T.K., Nurgalieva

M.Z. "The role of education and problems of tourism development in crisis conditions within the framework of the program

6. "Spiritual renewal - a look into the future""

7. Koishinova G.K. Asubaeva A.S "Tourism business planning.

Textbook"

8. Koishinova G.K. Asubaeva A.S "Features of the development of ethnographic tourism in KazakhstanArticle"

9. Koishinova G.K. Asubaeva A.S "Features of the development of ethnographic tourism in KazakhstanFeatures of the development of ethnographic tourism in KazakhstanArticle"

10. Koishinova G.K., Zhuginisova S.P., Asubaeva A.S "Completion of diploma theses in specialty 6B11101-TourismMethodical instructions"

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