



BAITURSYNULY
UNIVERSITY

«АХМЕТ БАЙТҰРСЫНҰЛЫ
АТЫНДАҒЫ ҚОСТАНАЙ Өңірлік
УНИВЕРСИТЕТІ» КЕАҚ



ҚМПИ ЖАРШЫСЫ

КӨПСАЛАЛЫ
ҒЫЛЫМИ ЖУРНАЛЫ
МНОГОПРОФИЛЬНЫЙ
НАУЧНЫЙ ЖУРНАЛ

№ 3
2025

ISSN 2310-3353



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РЕДАКЦИЯ АЛҚАСЫ

Әлімбаев А.Е.,

Балтабаева А.С.,

Бережнова Е.В.,

*Емин Атасой,
Зоя Микниене,*

Качеев Д.А.,

Ксембаева С.К.,

Лина Анастасова,

Медетов Н.А.,

Мишулина О.В.,

Рахимова Э.Е.,

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**КӨПСАЛАЛЫ ҒЫЛЫМИ
ЖУРНАЛЫ**

**№ 3 (79)
2025**

**МНОГОПРОФИЛЬНЫЙ НАУЧНЫЙ
ЖУРНАЛ**

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Главный редактор: *Куанышбаев С.Б.,*

Заместитель главного редактора: *Жарлыгасов Ж.Б.,*

РЕДАКЦИОННАЯ КОЛЛЕГИЯ

Алимбаев А.Е.,

2 Материалы и методы

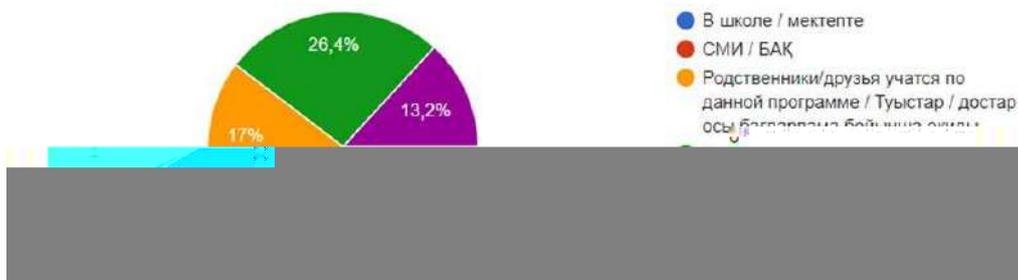
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3-4 Результаты и обсуждения

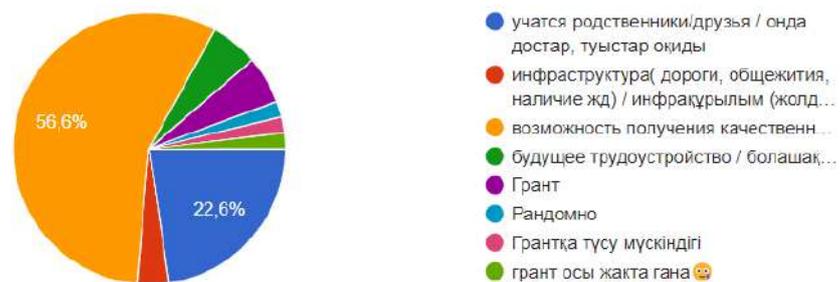
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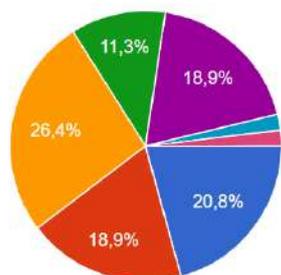
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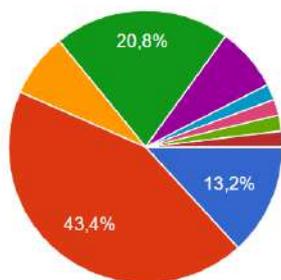


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- языковой барьер / тілдік кедергі
- чувство одиночества, страх / жалғыздық сезімі, қорқыныш
- проблемы в общежитии / жатақхана...
- Бізді бөлді южан деп, тіл білмедік ,...
- Жоғарыдағылардың барлығы

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- куратор / куратор
- родственники, друзья / туыстар, достары
- эдвайзер / эдвайзер
- знакомые со старших курсов / жоғар...
- Ешкім
- өшкім
- Ешкім көмектескен жоқ
- Достарым
- Ешкым

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5 Выводы

-2050

Список литературы

<https://www.gov.kz/memleket/entities/sci?lang=ru>
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<https://rep.ksu.kz>

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БАУБЕКОВА, Г.К., БУХАРШИНА, Э.Т., ЖУМАБАЕВ, К.К.

АХМЕТ БАЙТҰРСЫНҰЛЫ АТЫНДАҒЫ КӨУ МЫСАЛЫНДА «МӘНГІЛІК ЕЛ ЖАСТАРЫ-ИНДУСТРИЯҒА!» – «СЕРПІН-2050» БАҒДАРЛАМА БОЙЫНША ОҚИТЫН СТУДЕНТТЕРГЕ ӘЛЕУМЕТТІК САУАЛНАМА

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Түйінді сөздер:

», « 2050»

BAUBEKOVA, G.K., BUKHARSHINA, E.T.,

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Сведения об авторах:

Баубекова Гаухар Коныспаевна –

Бухаршина Элина Тимуровна –

Жумабаев Кенжебек Кайдолдаевич –

Баубекова Гаухар Коныспаевна –

Бухаршина Элина Тимуровна – «

Жумабаев Кенжебек Кайдолдаевич – «

Baubekova Gaukhar Konyspayevna Master of Pedagogical Education, Head of the Department of natural sciences, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Bukharshina Elna Timurovna – 4th year student, "Geography" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Zhumabayev Kenzhebek Kaidoldayevich – 4th year student, "Geography" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Данильченко, Г.И.,

Зенченко, Я.И.,

ГЕЙМИФИКАЦИЯ В ЕСТЕСТВОЗНАНИИ: КАК ЦИФРОВЫЕ ПЛАТФОРМЫ ДЕЛАЮТ НАУКУ ИНТЕРЕСНОЙ

Аннотация

Interacty.

Ключевые слова:

1 Введение

геймификации –

2 Материалы и методы

Геймификация в образовании –

Баллы и рейтинги –

Достижения и награды –

Уровни и квесты –

Соревнования и командная работа –

Сюжетные линии и персонажи –

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цифровые образовательные платформы

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Цифровая образовательная платформа –

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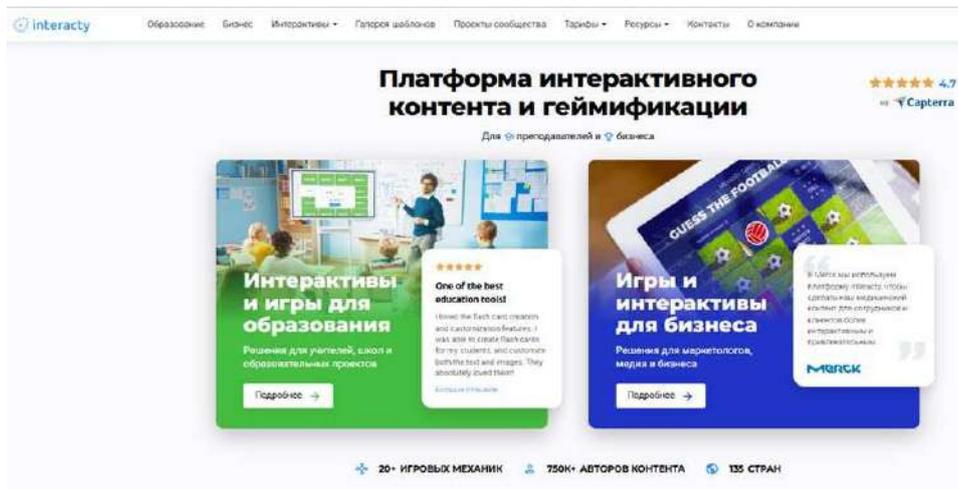
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Платформа	Описание
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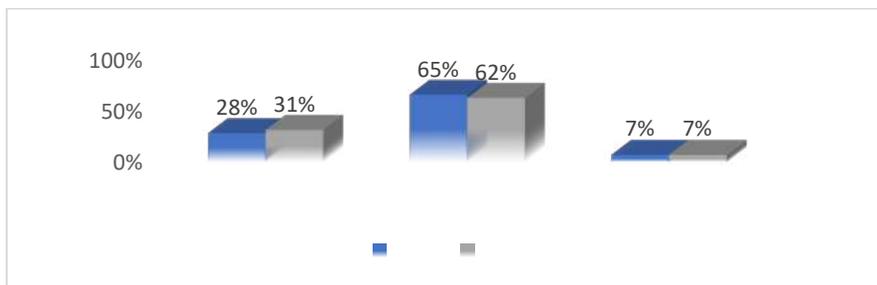
Interacty



1 –

2 –

Группы	Высокий уровень		Средний уровень		Низкий уровень	
	Уч.	%	Уч.	%	Уч.	%
1 «А»				65	2	
1 «Б»				62	2	



2

3 –

Раздел	№	Тема урока	Задание
			-
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		-	
	5		-
	6		

Игра-путешествие «Космос»**«Мемори»****Задание «Пазлы»**

QR-код №1 QR-код №2 QR-код №3

– **игровые головоломки**

«Предсказания»



«Мэтч – игра на соответствие»



«Кроссворд»



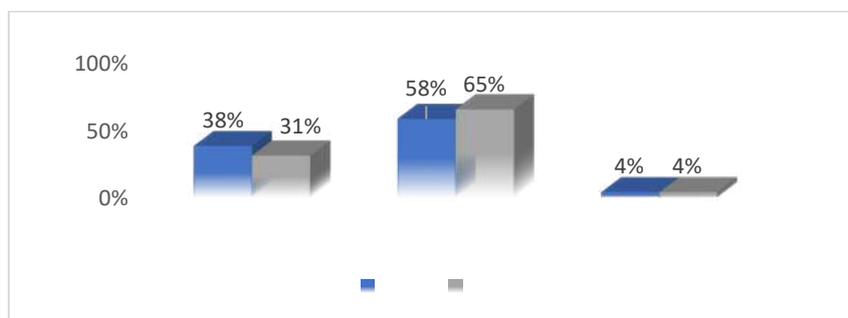
«Колесо фортуны»



3-4 Результаты и обсуждение

4 –

Группы	Высокий уровень		Средний уровень		Низкий уровень	
	Уч.	%	Уч.	%	Уч.	%
1 «А»						
1 «Б»				65		



3 –

Повысился уровень познавательной активности учащихся

Увеличилось качество усвоения учебного материала

Универсальные учебные действия

Улучшилась эмоциональная атмосфера на уроках

Повысился уровень самостоятельности и ответственности

5 Выводы

6 Благодарности

Список литературы

2

-first-use-of-the-

5

6

ДАНИЛЬЧЕНКО, Г.И., ЗЕНЧЕНКО, Я.И.
ЖАРАТЫЛЫСТАНУ ҒЫЛЫМДАРЫНДАҒЫ ГЕЙМИФИКАЦИЯ: САНДЫҚ
ПЛАТФОРМАЛАР ҒЫЛЫМДЫ ҚАЛАЙ ҚЫЗЫҚТЫ ЕТЕДІ

« »

. *Interacty*

Түйінді сөздер:

DANILCHENKO, G.I., ZENCHENO, Ya.I.
GAMIFICATION IN NATURAL SCIENCES: HOW DIGITAL PLATFORMS MAKE SCIENCE
INTERESTING

The article examines the use of gamification during natural science lessons in primary school through digital platforms. The aim is to increase students' engagement, motivation and understanding of complex scientific concepts. An experiment was conducted using tasks developed on the Interacty platform.

Key words: *gamification, digital platform, natural science, primary school, motivation, interactivity, learning.*

Сведения об авторах:

Данильченко Галина Ивановна

Ключевые слова:

1 Введение

2 Материалы и методы

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3 Результаты

85 педагогов

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1 –

**эмоциональное истощение
деперсонализации
профессионального**

удовлетворения –

2 –

	52	

**перегрузки отсутствие возможностей для восстановления
низкую оплату труда слабую административную поддержку** **эмоциональные** -

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5 Выводы

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реализации на уровне образовательных учреждений и органов управления образованием комплексного подхода и системной

востии и эмоционального интеллекта развитие стрессоустойчи-

поддержки внутри педагогического коллектива формирование культуры

личностного и профессионального развития регулярное участие в тренингах, семинарах и других формах

ных условий труда создания благоприят-

-

Список литературы

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occupational-phenomenon-international-classification-of- -05- - -out-an-

**ЕСЕНГУЛОВА, К.З.
ПЕДАГОГТАРДЫҢ КӘСІБИ КҮЙЗЕЛІСІНІҢ ПСИХОЛОГИЯЛЫҚ-ПЕДАГОГИКАЛЫҚ
ПРОФИЛАКТИКАСЫ**

Түйінді сөздер:

**YESSENGULOVA, K.Z.
PSYCHOLOGICAL AND PEDAGOGICAL PREVENTION OF PROFESSIONAL BURNOUT OF
TEACHERS**

Professional burnout negatively affects the psychological state of teachers and the quality of the educational process. The article discusses the causes of burnout, the main manifestations thereof, as well as effective psychological and pedagogical preventive measures. The results of a survey of teachers have been presented, methods of reducing the level of emotional stress have been analyzed. The importance of systematic support for teachers, the formation of self adjustment skills and corporate culture in educational institutions was noted.

Key words: professional burnout, educator, prevention, emotional exhaustion, stress, self adjustment, pedagogical activity, support.

Сведения об авторе:

Есенгулова Камила Зейноллаевна

« »,

Есенгулова Камила Зейноллаевна

Yessengulova Kamila Zeynollayevna Master's student, Pedagogy and psychology" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Жарлыкасов, Б.Ж.,

*Мауленов, Қ.С.,
PhD,*

Абдуллина Д. М.,

«

»

Касымова А.Г.,

ПРИМЕНЕНИЕ AR/VR В ОБУЧЕНИИ ЕСТЕСТВЕННЫМ НАУКАМ

Аннотация

(AR/VR)

AR/VR

VR

19 %

XR

Ключевые слова:

1 Введение

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CoSpaces Edu

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2 Материалы и методы

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1

Направление исследования	Кол-во публикаций	Примеры авторов
	25	
		Lampropoulos
	22	

3 Результаты

VR-

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*Chemistry VR
Human*

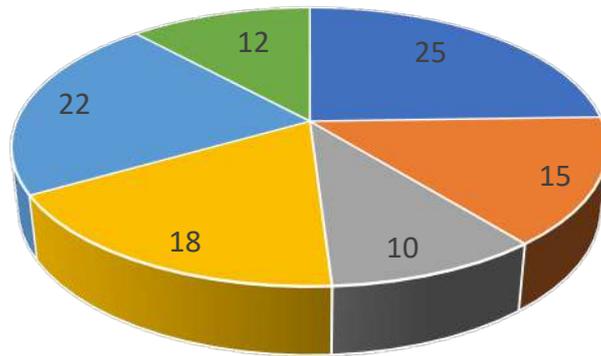
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4 Обсуждение

*QuiverVision –
Human Anatomy VR*

5 Выводы

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CoSpaces Edu Merge Cube Google Expeditions

Список литературы

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**ЖАРЛЫКАСОВ, Б.Ж., МАУЛЕНОВ, Қ.С., АБДУЛЛИНА, Д. М., КАСЫМОВА, А.Г.
ТАБИҒИ ҒЫЛЫМДАРДЫ ОҚЫТУДА AR/VR ТЕХНОЛОГИЯЛАРЫН ҚОЛДАНУ**

AR VR) . Web of
Science, Scopus ERIC 100
AR VR
19%

XR

Түйінді сөздер:

**ZHARLYKASSOV, B.Zh., MAULENOV, K.S., ABDULLINA, D.M., KASSYMOVA, A.G.
APPLICATION OF AR/VR IN NATURAL SCIENCE TEACHING**

This article presents a systematic literature review of the use of augmented reality (AR) and virtual reality (VR) technologies in natural science education. The aim of the study is to identify the key trends, advantages, and existing barriers to the integration of immersive environments into the educational process. Empirical and theoretical studies from the past ten years have been analyzed, drawing on leading academic databases. The analysis focuses on topics such as the visualization of complex scientific phenomena, the impact of immersive environments on student motivation and the development of critical thinking skills, as well as the technical and methodological aspects of designing VR applications. The findings indicate that AR/VR technologies significantly enhance student engagement and learning effectiveness; however, only about 19% of studies focus on pedagogical strategies for their integration. Key challenges are discussed, including the standardization of assessment methodologies, high equipment costs, and content localization. The article also outlines promising directions for future empirical and interdisciplinary research, such as the development of adaptive XR solutions and the creation of unified protocols for evaluating educational outcomes.

Key words: augmented reality, virtual reality, immersive technologies, natural science education, student motivation, critical thinking.

Сведения об авторах:

Жарлыкасов Бахтияр Жумалыевич

Мауленов Қалыбек Сапарұлы

PhD,

Абдуллина Дана Мустафьевна

Касымова Алмагуль Гиждуановна

Жарлыкасов Бахтияр Жумалыевич

Мауленов Қалыбек Сапарұлы PhD

Абдуллина Дана Мұстафьевна

Касымова Алмагуль Гиждуановна

Zharlykassov Bakhtiyar Zhumalyevich Master of Natural Sciences, Senior Lecturer of the Department of software, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Maulenov Kalybek Saparuly PhD, acting Head of the Department of software, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Abdullina Dana Mustafiyevna Teacher researcher, MSI Tobyl gymnasium School of the Kostanay region Educational Department of the Board of Education of the Kostanay region akimat, Tobyl, Republic of Kazakhstan.

Kassymova Almagul Gizhduanovna Candidate of Physico Mathematical Sciences, Senior Lecturer of the Department of physics, mathematics and digital technologies, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Kudritskaya, M.I.,

Candidate of Pedagogical Sciences, Associate Professor of the Department of foreign languages, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan

Kopeikina, L.N.,

Teacher expert, MSI “Gymnasium School of the Tobyl Educational Department” of the Board of Education of the Kostanay region akimat, Tobyl, Republic of Kazakhstan

Mikhalkova, N.M.,

Teacher expert, MSI “Physics and Mathematics Lyceum of the Kostanay Department of Education” of the Board of Education of the Kostanay region akimat, Kostanay, Republic of Kazakhstan

Budilova, Y.M.,

Teacher expert, MSI “Physics and Mathematics Lyceum of the Kostanay Department of Education” of the Board of Education of the Kostanay region akimat, Kostanay, Republic of Kazakhstan

TEACHING SENIOR SCHOOL STUDENTS - STRATEGIES FOR WORKING WITH HYPERACTIVE STUDENTS AT SCHOOLS FOR GIFTED CHILDREN

Abstract

The article defines Special Educational Needs (SENs) and explains the increasing importance of inclusive education. The diversity among SEN learners is highlighted, focusing on the underestimated needs of hyperactive students. The problem stated in the article reflects the common challenges that educators face in

teaching and supporting hyperactive students, as their needs are often overshadowed by overtly disruptive behaviors. The research purpose presented in the article is to synthesize research informed strategies that empower teachers to support hyperactive students, enhancing their participation, engagement, and academic success.

Key words: special educational needs, hyperactive students, strategies to support hyperactive students, teaching gifted students, attention span, motivation for learning.

1 Introduction

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Types of AI-based Activities:

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Game Based Activities:

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Types of Tasks for Young Learners:

Listening:

Reading:
Interactive e-

Writing:

Speaking:

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Pronunciation Training:

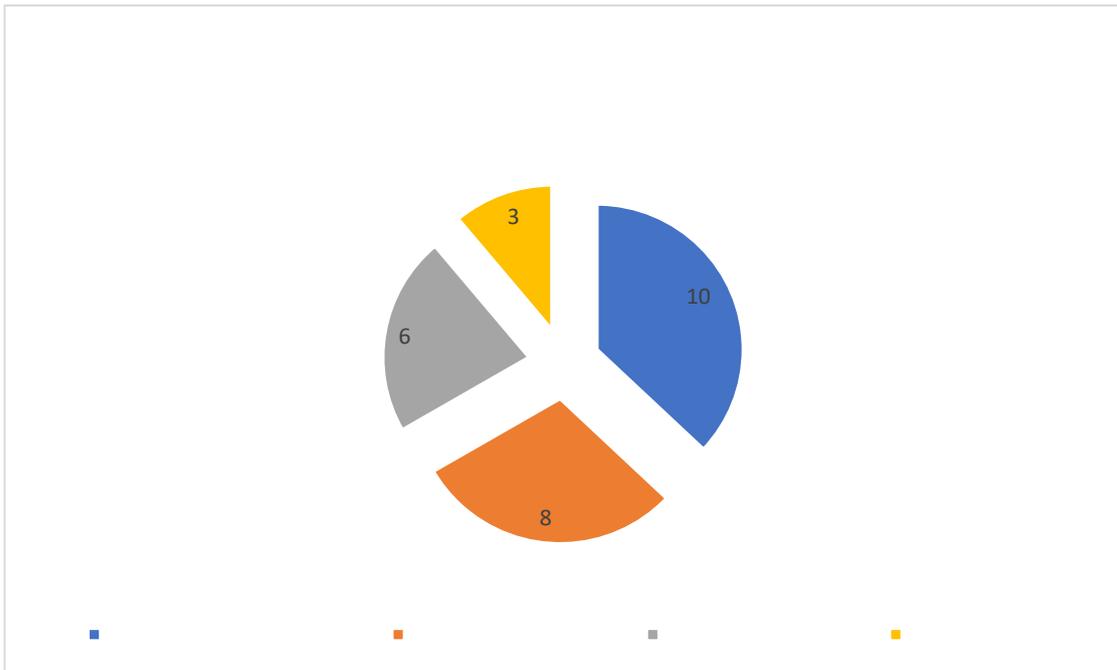
Writing Skills Development:

Grammar Learning:

Post-intervention focus group discussion

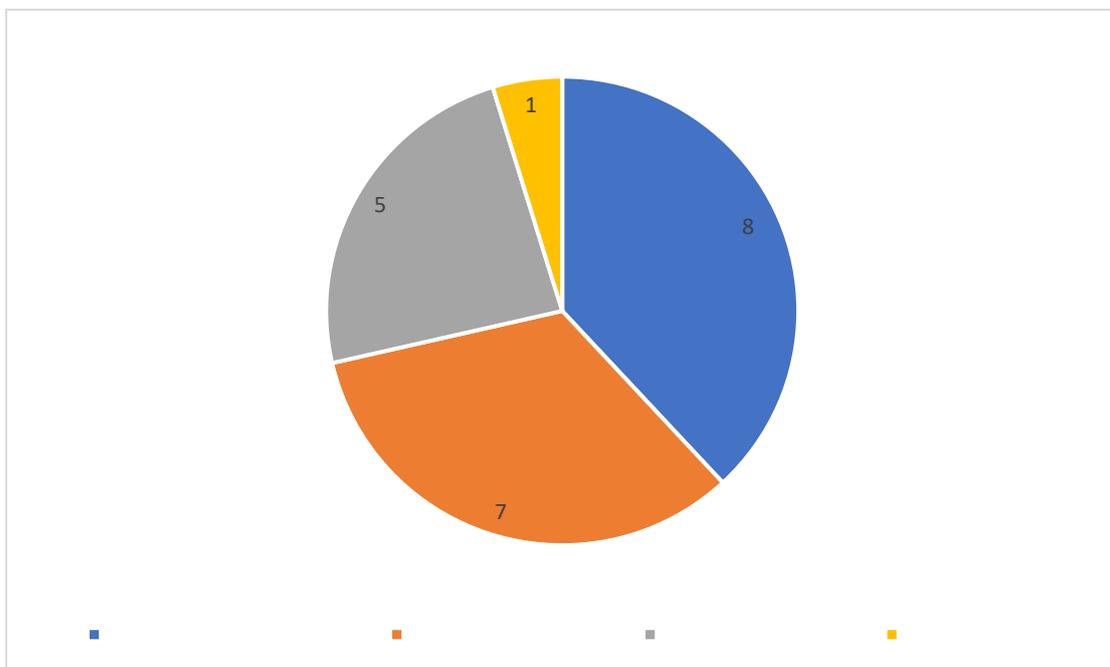
4 Discussion

Open communication with families -



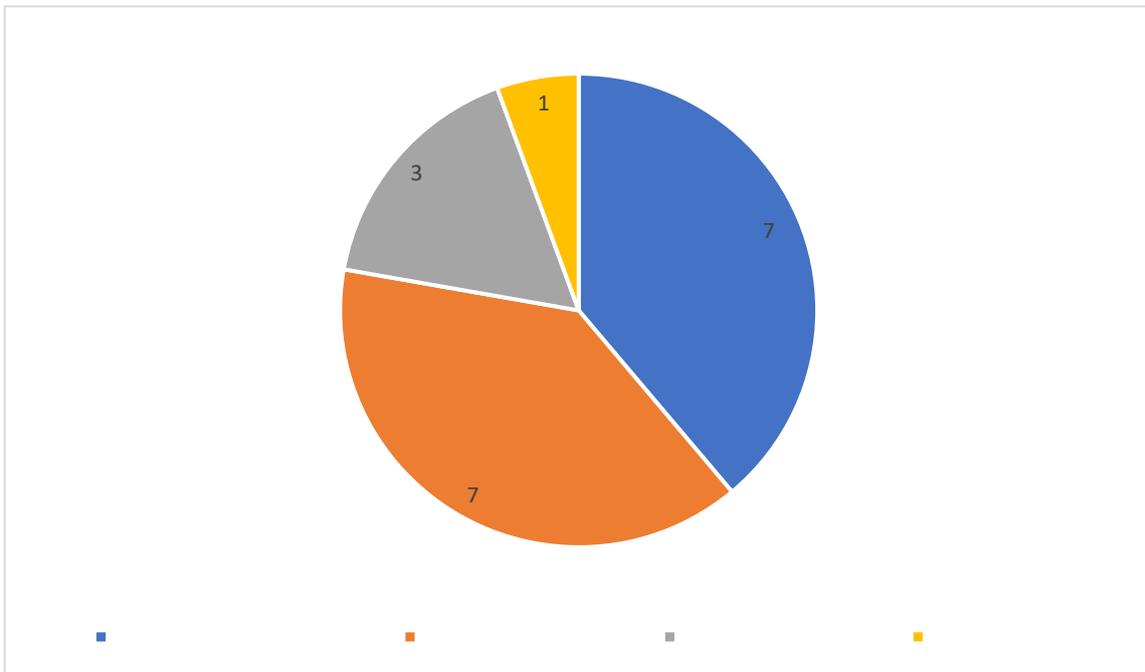
focus group

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highlight the most

ge the limitations of current

fectiveness or the impact of teacher training programs

5 Conclusions

s

Түйінді сөздер:

**КУДРИЦКАЯ, М.И., КОПЕЙКИНА, Л.Н., МИХАЛЬКОВА, Н.М., БУДИЛОВА, Е.М.
ОБУЧЕНИЕ СТАРШЕКЛАССНИКОВ – СТРАТЕГИИ РАБОТЫ С ГИПЕРАКТИВНЫМИ
УЧАЩИМИСЯ В ШКОЛАХ ДЛЯ ОДАРЕННЫХ ДЕТЕЙ**

(SEN)

Ключевые слова:

Information about authors:

Kudritskaya Marina Ivanovna Candidate of Pedagogical Sciences, Associate Professor of the Department of foreign languages, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Kopeikina Lyubov Nikolayevna Teacher expert, MSI gymnasium School of the Tobyl Educational Department of the Board of Education of the Kostanay region akimat, Tobyl, Republic of Kazakhstan.

Mikhalkova Nataliya Mikhailovna Teacher expert, MSI Physics and Mathematics Lyceum of the Kostanay Department of Education of the Board of Education of the Kostanay region akimat, Kostanay, Republic of Kazakhstan.

Budilova Yelena Mikhailovna – Teacher expert, MSI Physics and Mathematics Lyceum of the Kostanay Department of Education of the Board of Education of the Kostanay region akimat, Kostanay, Republic of Kazakhstan.

Кудрицкая Марина Ивановна

Копейкина Любовь Николаевна

Михалькова Наталья Михайловна,

Будилова Елена Михайловна

Кудрицкая Марина Ивановна

Копейкина Любовь Николаевна

Михалькова Наталья Михайловна

»

Будилова Елена Михайловна

»

Морозова, Д.А.

**ВОЗМОЖНОСТИ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА
ПРИ ИНДИВИДУАЛИЗАЦИИ УЧЕБНОЙ ДЕЯТЕЛЬНОСТИ СТУДЕНТОВ ВУЗА
ПРИ КРЕДИТНОЙ СИСТЕМЕ ОБУЧЕНИЯ**

Аннотация

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Ключевые слова:

1 Введение

2 Материалы и методы

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3-4 Результаты и обсуждение

Digital Education Council

Intelligent Tutoring Systems, ITS

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5 Выводы

Список литературы

Educational Technology & Society – – – – *Journal of*

МОРОЗОВА, Д.А.
КРЕДИТТІК ЖҮЙЕ ЖАҒДАЙЫНДА ЖОО СТУДЕНТТЕРІНІҢ ОҚУ ҚЫЗМЕТІН
ДАРАЛАНДЫРУДА ЖАСАНДЫ ИНТЕЛЛЕКТ МҮМКІНДІКТЕРІ

Түйінді сөздер:

MOROZOVA, D.A.
POSSIBILITIES OF ARTIFICIAL INTELLIGENCE IN INDIVIDUALIZING UNIVERSITY
STUDENTS' LEARNING ACTIVITIES WITHIN THE CREDIT-BASED SYSTEM

The article explores the prospects of using artificial intelligence (AI) in adaptive learning for students within the credit modular system typical of higher education institutions in Kazakhstan. It defines the concept and features of individualized learning processes, highlights the impact of AI on personalization, student motivation, and academic performance, and presents statistical data on the implementation of AI in higher education.

Key words: artificial intelligence, individualization, learning activity, credit based education system, quality of education.

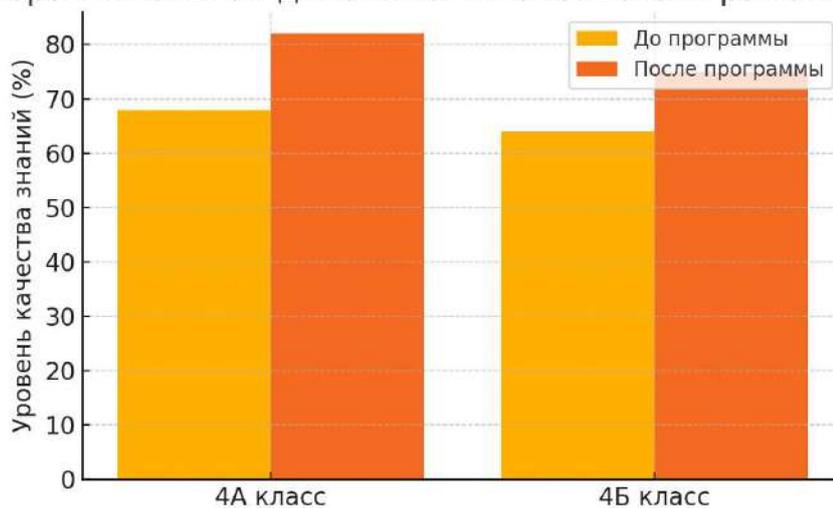
Сведения об авторе:

Морозова Дина Аскаатовна

Морозова Дина Аскаатовна

2 Материалы и методы

Сравнительная динамика читательской грамотности



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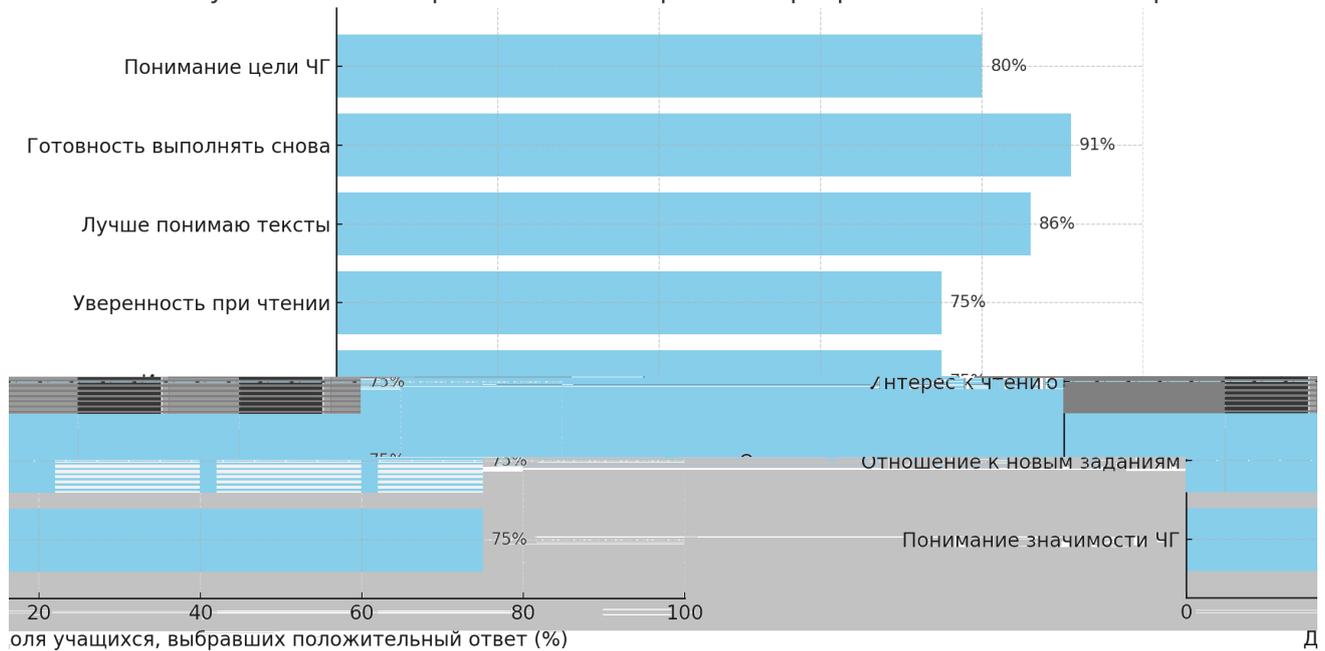
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Результаты анкетирования по восприятию программы читательской грамотности



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Список литературы

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САМОФАЛОВА, Н.С., ШЕНФЕЛЬД, Э.И.

4 СЫНЫПТА ӘДЕБИ ОҚУ САБАҚТАРЫНДА ОҚУ САУАТТЫЛЫҒЫН ҚАЛЫПТАСТЫРУ

4

Түйінді сөздер:

SAMOFALOVA, N.S., SHENFELD, E.I.

FORMATION OF READING LITERACY DURING LITERARY READING LESSONS IN THE 4TH GRADE

The article presents research experience related to the implementation of program for developing reading literacy in 4th grade students during literature lessons. It reveals the theoretical foundations, structure, and methodological features of the program, which includes working with popular science texts, instructions, projects, and game based technologies. The analysis of the pilot lessons demonstrates a positive dynamic in knowledge quality, increased motivation, and development of conscious reading skills. The importance of the ethnocultural component and the need to integrate approaches aimed at fostering functional literacy in primary school students are emphasized.

Key words: reading literacy, primary school, literature reading, functional literacy, text, project, methodology, motivation.

Сведения об авторах:

Самофалова Наталья Семеновна

2

Шенфельд Элла Иосифовна

2

Самофалова Наталья Семеновна

Шенфельд Элла Иосифовна

Samofalova Nataliya Semenovna Primary school teacher, MSI «Tobyl Secondary School 2 of the Educational Department of the Kostanay region» of the Board of Education of the Kostanay region akimat, Tobyl, Republic of Kazakhstan.

Shenfeld Ella Iossifovna Primary school teacher, MSI «Tobyl Secondary School 2 of the Educational Department of the Kostanay region» of the Board of Education of the Kostanay region akimat, Tobyl, Republic of Kazakhstan.

Сатубалдина, А.,

(ELTE),

**ИССЛЕДОВАНИЕ СМЕШАННОГО ОБУЧЕНИЯ В КОНТЕКСТЕ
ВЫСШЕГО ОБРАЗОВАНИЯ: ВЫЗОВЫ, АДАПТИВНЫЕ СТРАТЕГИИ
И ИНСТИТУЦИОНАЛЬНАЯ ПОДДЕРЖКА**

Аннотация

Ключевые слова:

1 Введение

learning

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2 Материалы и методы

Self-

Social

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Теоретическая основа

Social

Self-

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3-4 Результаты и обсуждение

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5 Выводы

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Список литературы

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САТУБАЛДИНА, А.

ЖОҒАРЫ БІЛІМ БЕРУ КОНТЕКСІНДЕГІ АРАЛАС ОҚЫТУДЫ ЗЕРТТЕУ: ҚИЫНДЫҚТАР, БЕЙІМДЕЛУ СТРАТЕГИЯЛАРЫ ЖӘНЕ ИНСТИТУЦИОНАЛДЫҚ ҚОЛДАУ
(literature review)

Түйінді сөздер:

SATUBALDINA, A.

AN EXAMINATION OF BLENDED LEARNING IN THE CONTEXT OF HIGHER EDUCATION: CHALLENGES, ADAPTIVE STRATEGIES, AND INSTITUTIONAL SUPPORT

This study utilizes a desk research methodology to examine the current state of blended learning in higher education. Through a synthesis of existing academic literature, the research identifies key challenges faced by students in hybrid learning environments and analyzes institutional factors shaping their educational experience. Particular attention is given to mechanisms of institutional support and adaptive strategies employed by learners. The analysis reveals that, despite the pedagogical potential of blended learning, students often encounter technological, organizational, and psychological barriers. The study concludes by emphasizing the importance of strategic institutional engagement and evidence based educational policy development to enhance the effectiveness and inclusivity of blended learning practices in higher education.

Key words: *blended learning, higher education, adaptive strategies, institutional support, educational technologies.*

Информация об авторе:

Сатубалдина Айгерим

Research Purpose

Research Question

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2 Literature Review

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Applications of Blended Learning in Language and Academic English Instruction

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Challenges and Outcomes in the Kazakhstani Context

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Global Trends (2020 2024)

3 Methodology

3.1 Research Design

3.2 Data Collection Instrument

3.3 Research Site and Participant Sample

3.4 Data Collection and Analysis

3.5 Ethical Considerations

4 Findings

4.1 Lack of Instructor Feedback

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-to-face interactions

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4.2 Technological Problems

online lesson with no i

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4.3 Poor Time Management

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4.4 Student Recommendations

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5 Discussion

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ensure instructors remain responsive

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solutions–

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6 Conclusion

importance of human interaction–

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**САТУБАЛДИНА, А.
СТУДЕНТТЕР АРАСЫНДА АКАДЕМИЯЛЫҚ АҒЫЛШЫН ТІЛІН ҮЙРЕНУГЕ ДЕГЕН
КӨЗҚАРАС: АРАЛАС ОҚЫТУ ФОРМАТЫНДАҒЫ ҚАЗАҚСТАНДЫҚ ТӘЖІРИБЕ**

20

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Сергазина, С.М.,

... ,
... ,
« ... »,

Рахимбекова, А.К.,

1 7M01503 ,

« ... »,

Пономаренко, О.В.,

PhD,

« ... »,

Острецова, И.Б.,

« ... »,

Нурмуханбетова, Н.Н.,

« ... »,

**НАУЧНО-МЕТОДОЛОГИЧЕСКИЕ ОСНОВЫ РАЗВИТИЯ
ИССЛЕДОВАТЕЛЬСКИХ КОМПЕТЕНЦИЙ ПРИ ВЫПОЛНЕНИИ
ЛАБОРАТОРНЫХ И ПРАКТИЧЕСКИХ РАБОТ ПО ХИМИИ В РАМКАХ
ОБНОВЛЕННОГО СОДЕРЖАНИЯ СРЕДНЕГО ОБРАЗОВАНИЯ**

Аннотация

Ключевые слова:

1 Введение

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2 Материалы и методы

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3 Результаты

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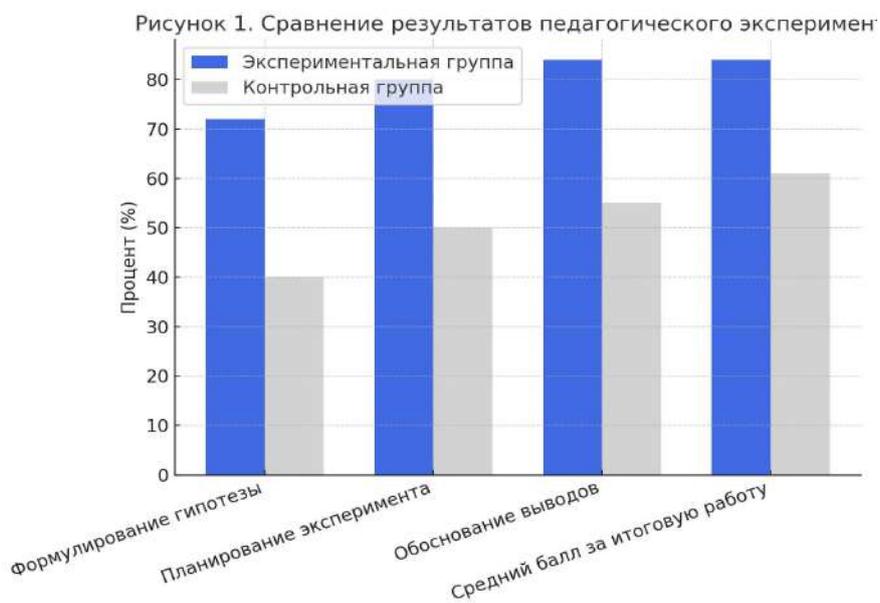
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1 –

Показатель	Экспериментальная группа (%)	Контрольная группа (%)
		50
		55



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4 Обсуждение

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5 Выводы

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6 Благодарности

Список литературы

СЕРГАЗИНА, С.М., РАХИМБЕКОВА А.К., ПОНОМАРЕНКО, О.В.,
ОСТРЕЦОВА, И.Б., НУРМУХАНБЕТОВА, Н.Н.

ЖАҢАРТЫЛҒАН ОРТА БІЛІМ МАЗМҰНЫ АЯСЫНДА ХИМИЯ ПӘНІ БОЙЫНША
ЗЕРТХАНАЛЫҚ ЖӘНЕ ПРАКТИКАЛЫҚ ЖҰМЫСТАРДЫ ОРЫНДАУ КЕЗІНДЕ ЗЕРТТЕУ
ҚҰЗЫРЕТТІЛІГІН ДАМУДЫҢ ҒЫЛЫМИ-ӘДІСТЕМЕЛІК НЕГІЗДЕРІ

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the proposed methodology. The effectiveness of the developed methodology in the context of updated educational content is proven by both quantitative and qualitative results. Practical recommendations for teachers on organizing and conducting laboratory research classes are provided, along with future directions for research in this area, including the development of digital tools to support research activities and the integration of interdisciplinary approaches.

Key words: research competence, chemistry, laboratory work, updated content, pedagogical experiment, critical thinking.

Сведения об авторах:

Сергазина Самал Мубараковна . . . , « . . . »,

Рахимбекова Анель Канатовна 1 7M01503 , « . . . »,

Пономаренко Оксана Владимировна PhD, « . . . »,

Острецова Идия Булатовна , « . . . »,

Нурмуханбетова Нургуль Нуркеновна . . . , « . . . »,

Сергазина Самал Мубараковна . . . , « . . . »

Рахимбекова Анель Канатовна 7M01503 1 , « . . . »

Пономаренко Оксана Владимировна PhD, « . . . »

Острецова Идия Булатовна , « . . . »

Нурмуханбетова Нургуль Нуркеновна . . . , « . . . »

Sergazina Samal Mubarakovna Candidate of Chemical Sciences, Associate Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Rakhimbekova Anel Kanatovna 1st year Master's student. "7M01503 Chemistry" educational program, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Ponomarenko Oksana Vladimirovna PhD, Associate Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Ostretsova Idiya Bulatovna Candidate of Biological Sciences, Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Nurmukhanbetova Nurgul Nurkenovna Candidate of Chemical Sciences, Associate Professor, Head of the Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Сергазина, С.М.,

... ,
 ,
 « ... »,

Фролова, С.А.,

1 7M01503 ,

« ... »,

Пономаренко, О.В.,

PhD,

« ... »,

Острецова, И.Б.,

« ... »,

Нурмуханбетова, Н.Н.,

« ... »,

**ЭЛЕКТРОННЫЕ УЧЕБНИКИ КАК СРЕДСТВО РЕАЛИЗАЦИИ
 ДЕЯТЕЛЬНОСТНОГО ПОДХОДА В ОБУЧЕНИИ ХИМИИ**

Аннотация

« ... » « ... »,

(12) *informburo.kz.* 9

Ключевые слова:

1 Введение

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2 Материалы и методы

2.1. Разработка электронного учебника.

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Теоретическая часть (лекции).

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Виртуальные лабораторные работы.

Практические задания.

Контроль знаний (тесты).

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2.2. Методика апробации.

Обучение

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Анкетирование.

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Тестирование знаний.

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Анализ и обработка.

3 Результаты

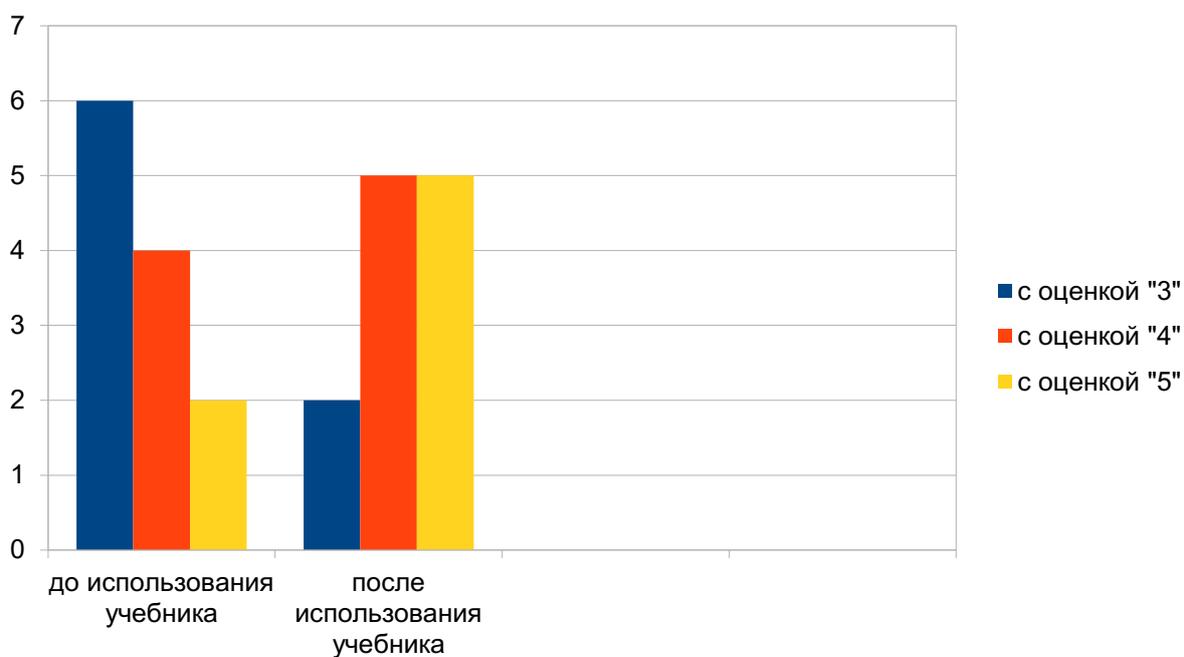
3.1. Содержание и функциональность.

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3.2. Анализ успеваемости.

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Показатель	До апробации	После апробации
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4 Обсуждение

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Интерактивность и наглядность.

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TopIQ

Персонализация обучения и доступность.

Удобство для учителя.

Технические ограничения.

Необходимость обучения и адаптации.

Ограничения содержания и структуры.

5 Выводы

Список литературы

5

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СЕРГАЗИНА, С.М., ФРОЛОВА, С.А., ПОНОМАРЕНКО, О.В.,
 ОСТРЕЦОВА, И.Б., НУРМУХАНБЕТОВА, Н.Н.
 ЭЛЕКТРОНДЫҚ ОҚУЛЫҚТАР ХИМИЯ ПӘНІН ОҚЫТУДА ІС-ӘРЕКЕТКЕ БАҒЫТТАЛҒАН
 ТӘСІЛДІ ІСКЕ АСЫРУДЫҢ ҚҰРАЛЫ РЕТІНДЕ

(informburo.kz). 9 (12)

Түйінді сөздер:

SERGAZINA, S.M., FROLOVA, S.A., PONOMARENKO, O.V., OSTRETSOVA, I.B., NURMUKHANBETOVA, N.N.

ELECTRONIC TEXTBOOKS AS TOOLS OF IMPLEMENTING THE ACTIVITY-BASED APPROACH IN CHEMISTRY TEACHING

The article examines the design and implementation of electronic chemistry textbooks as a tool for applying an activity based approach in education. A team of five instructors developed an electronic textbook covering the “Qualitative Analysis” and “Quantitative Analysis” sections, which integrates lecture materials, virtual laboratory exercises, practical tasks, and self assessment tests. The contribution of electronic textbooks to improving educational quality and fostering students’ self directed learning skills is demonstrated. A review of international experience in using electronic textbooks for teaching chemistry is provided. State level support for educational digitization is noted – the President of Kazakhstan’s address emphasizes the necessity of maximizing the digitalization of the learning process (informburo.kz). During the pilot implementation in a 9th grade class (12 students), increases in academic performance and student motivation were confirmed by testing and surveys. The quantitative outcomes are presented in tabular form. The advantages (interactivity, clarity, accessibility of materials) and drawbacks (technical and organizational challenges) of using an electronic textbook in schools are discussed.

Key words: *electronic textbook, chemistry, activity based approach, digital learning, qualitative analysis, quantitative analysis, self directed learning.*

Сведения об авторах:

- Сергазина Самал Мубараковна** . . . , « . . . » , « . . . » . . .
- Фролова Светлана Анатольевна** 1 7M01503 , « . . . » , « . . . » . . .
- Пономаренко Оксана Владимировна** PhD, « . . . » , « . . . » . . .
- Острецова Идия Булатовна** , « . . . » , « . . . » . . .
- Нурмуханбетова Нургуль Нуркеновна** . . . , « . . . » , « . . . » . . .
- Сергазина Самал Мубараковна** . . . , « . . . » , « . . . » . . .
- Фролова Светлана Анатольевна** 7M01503 1 , « . . . » , « . . . » . . .
- Пономаренко Оксана Владимировна** PhD, « . . . » , « . . . » . . .
- Острецова Идия Булатовна** , « . . . » , « . . . » . . .

Нурмуханбетова Нургуль Нуркеновна ,

» , „ ,

Sergazina Samal Mubarakovna Candidate of Chemical Sciences, Associate Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Frolova Svetlana Anatolyevna 1st year Master's student, "7M01503 Chemistry" educational program, Department of Chemistry and Biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NL , Kokshetau, Republic of Kazakhstan.

Ponomarenko Oksana Vladimirovna PhD, Associate Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Ostretsova Idiya Bulatovna Candidate of Biological Sciences, Professor, Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

Nurmukhanbetova Nurgul Nurkenovna Candidate of Chemical Sciences, Associate Professor, Head of the Department of chemistry and biotechnology, Pedagogical Institute, Sh.Ualikhanov Kokshetau University NLC, Kokshetau, Republic of Kazakhstan.

**ГУМАНИТАРЛЫҚ ЖӘНЕ ӨНЕР ҒЫЛЫМДАРЫ
ГУМАНИТАРНЫЕ НАУКИ И ИСКУССТВО**

94

Исова, Э.А.,

”
Қайыргали, Д.А.,
«6 01701

2

**АЛАШ ҚОЗҒАЛЫСЫНЫҢ ҚАЙРАТКЕРЛЕРІ
ЖӘНЕ ОЛАРДЫҢ ПЕДАГОГИКАЛЫҚ ОЙЛАРЫ**

Аннотация

Түйінді сөздер:

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2 Материалдар мен әдістер

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Ахмет Байтұрсынұлы –

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XV-

**ИСОВА, Э.А., КАЙЫРГАЛИ, Д.А.
ДЕЯТЕЛИ АЛАШСКОГО ДВИЖЕНИЯ И ИХ ПЕДАГОГИЧЕСКИЕ ИДЕИ**

Ключевые слова:

**ISSOVA, E.A., KAIYRGALI, D.A.
THE FIGURES OF THE ALASH MOVEMENT AND THEIR PEDAGOGICAL IDEAS**

This article examines the pedagogical and scientific ideas of the figures of the Alash Movement. At the beginning of the 20th century, Alash leaders paid particular attention to the spiritual revival of the Kazakh people, the development of science, and education. Their pedagogical ideas were aimed at increasing the literacy of the population, preserving national identity, and forming a modern educational system. These ideas became the foundation of Kazakhstan's contemporary education system. The study revealed that their ideas remain relevant to this day.

Key words: Alash party, figures of the Alash Movement, pedagogy, education, teacher, school.

Авторлар туралы мәліметтер:

Исова Эльмира Әділханқызы

Қайырғали Диана Айдарқызы «6 01701»

2

Исова Эльмира Адильхановна

Кайырғали Диана Айдарқызы

2

«6 01701

»,

, . ,

Issova Elmira Adilkhanovna Candidate of Philological Sciences, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

3-4 Нәтижелер мен талқылаулар

5 Қорытынды

Әдебиеттер тізімі

4

МЫРЗАГАЛИЕВА, К.М., АРТЫКБАЙ, И.Б.
ИДЕИ И ПОЗИЦИИ АЛАШСКОЙ ИНТЕЛЛИГЕНЦИИ В УЧЕБНО-ПРОСВЕТИТЕЛЬСКОЙ СФЕРЕ

Ключевые слова:

MYRZAGALIYEVA, K.M., ARTYKBAY, I.B.
IDEAS AND POSITIONS OF ALASH INTELLECTUALS IN THE EDUCATIONAL SPHERE

This article explores the ideas and views of the Alash intellectuals. In the early 20th century, central to their mission was the advancement of education among the Kazakh people through the establishment of a national school system and instruction in the native language. Prominent figures such as Akhmet Baitursynov, Zhussupbek Aimaulytov, and Mirzhakip Dulatov emphasized the creation of national textbooks, structured curricula, and teacher training. They offered innovative approaches linking education and moral upbringing. The article addresses the challenges of the period's educational system and ways to solve them, and evaluates their influence on contemporary educational practices. The ideas of the Alash intellectuals are intertwined with the current educational process and demonstrate the importance of modern development while preserving national values. This article differentiates the relevance and significance of their teaching methods and pedagogical conclusions.

Key words: Alash intellectuals, pedagogy, methodology, national worldview, history, educational system, science.

Авторлар туралы мәліметтер:

Мырзагалиева Күлзада Мешилтаевна

Артықбай Индира Бақтыбайқызы «б 01701

3

Мырзагалиева Күлзада Мешилтаевна

Артықбай Индира Бактыбайқызы 3
«6 010701» ,

Myrzagaliyeva Kulzada Meshitbayevna Candidate of Philological Sciences, Assistant to the Professor of the Department of theory of language and literature, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Artykbay Indira Baktybaykyzy – 3rd year student, “6B010701 – Kazakh language and literature” educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

94

Оспанұлы, С.,

Мырзағалиева, К.М.,

АХМЕТ ЖАНТӨРИН

Аннотация

Түйінді сөздер:

1 Кіріспе

3-4 Нәтижелер мен талқылаулар

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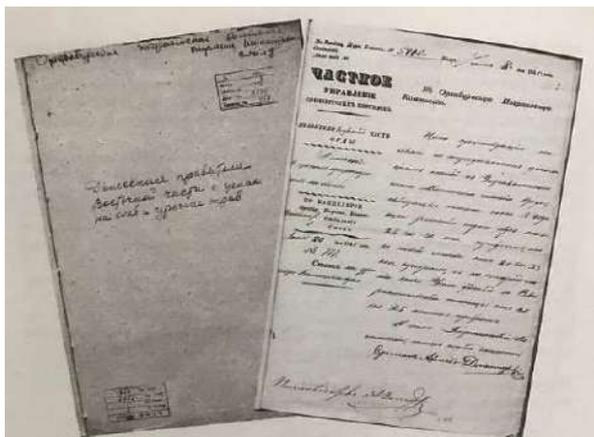
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По входящему журналу комиссии номер 5800.

Получено июня 8-го дня 1845 года.

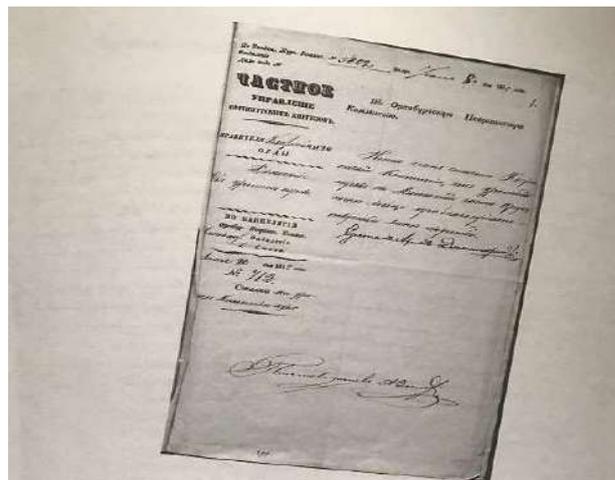
В Оренбургскую Пограничную Комиссию.

Цены, существующие на хлеб по определенным дистанциям линии управляемой мною восточной частью Орды, следующие:

- Около города Троицка на ржаную муку – от 25 до 30 копеек серебром.
- От Новой линии – от 28 до 33 копеек серебром.
- На Старой линии, около Уйской и Звериноголовской станций – от 20 до 25 копеек серебром.

О сем Пограничной Комиссии имею честь донести.

Султан Ахмед Джантурин.



По входящему журналу комиссии номер 5802

Получено июня 8-го дня 1845 года.

В Оренбургскую Пограничную Комиссию.

Донесение об урожае трав

Имею честь донести Пограничной Комиссии, что урожай трав в Восточной части Орды ныне, вообще при благоприятствует весне хорошей.

Султан Ахмед Джантурин.

5 Қорытынды

Әдебиеттер тізімі

ОСПАНУЛЫ, С., МЫРЗАГАЛИЕВА, К.М.
АХМЕТ ЖАНТУРИН

Ключевые слова:

OSPANULY, S., MYRZAGALIYEVA, K.M.
AKHMET ZHANTURIN

The article presents a comprehensive account of the life and legacy of Akhmet Zhanturin, a 19th century sultan of the eastern part of the Horde. Recognized as a visionary leader, peacemaker, educator and promoter of national unity, Zhanturin played a key role in administrative governance, border conflict resolution, and the development of agriculture and education. His contributions include dedicating the epic "Edige" to Shokan Ualikhanov, supporting Ybyray Altynsarin's educational initiative, creating conditions for the education of the younger generation. These efforts demonstrate his care for the future of the nation. Based on historical and archival sources, the article also considers the significance of Zhanturin's public and political legacy, proposing the recognition of his burial site as a place of national reverence.

Key words: *Kazakh history, country management, enlightenment, historical figure, reform, national heritage, sedentism, public administration, Kazakh society.*

Авторлар туралы мәліметтер:

Оспанұлы Серікбай

Мырзағалиева Күлзада

Оспанұлы Серікбай

Мырзағалиева Күлзада Мешитбаевна

Osplanuly Serikbay researcher of the Y.Altynsarin Kostanay Regional Memorial Museum, Professor, Kostanay, Republic of Kazakhstan.

Myrzagaliyeva Kulzada Meshitbayevna Candidate of Philological Sciences, Assistant to the Professor of the Department of theory of language and literature, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Подкорытова, С.В.,

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Медведевских, А.В.,

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**ОРГАНИЗАЦИЯ СОЦИАЛЬНОГО ОБЕСПЕЧЕНИЯ В ПРОВИНЦИАЛЬНЫХ
ГОРОДАХ ЗАУРАЛЬЯ В ПЕРИОД ВЕЛИКОЙ ОТЕЧЕСТВЕННОЙ ВОЙНЫ**

Аннотация

1941 1945 .

Ключевые слова:

1 Введение

2 Материалы и методы

3-4 Результаты и обсуждение

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5 Выводы

Список литературы

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ПОДКОРЫТОВА, С.В., МЕДВЕДЕВСКИХ, А.В.
ҰЛЫ ОТАН СОҒЫСЫ ЖЫЛДАРЫНДА ОРАЛ ГУБЕРНИЯЛЫҚ ҚАЛАЛАРЫНДА
ӘЛЕУМЕТТІК ҚАМСЫЗДАНДЫРУДЫ ҰЙЫМДАСТЫРУ
1941 1945

Түйінді сөздер:

PODKORYTOVA, S.V., MEDVEDEVSKIKH, A.V.
**ORGANIZATION OF SOCIAL MAINTENANCE IN THE PROVINCIAL TOWNS OF THE TRANS-
URALS DURING THE GREAT PATRIOTIC WAR**

This article explores the specific features of social protection provided to the most vulnerable groups during the Great Patriotic War (1941 1945). Drawing on archival materials from the state archives of Kurgan, Shadrinsk, and the Katai Municipality, the study examines the mechanisms of social support extended to families of soldiers who had been sent to the front. Helping such families remains an important issue to this day.

During the Great Patriotic War, when the family institution faced significant hardship, it was necessary to provide financial or psychological assistance offered to mothers and children, who also wanted to make a contribution to the victory of the Soviet people in the war. Everyone understood that defeat in the Great Patriotic War would bring nothing good to the country. The article also addresses the status of disabled GPW veterans, analyzing both the aid they received and the challenges they encountered in employment and professional retraining.

Key words: *social support, military families, disabled GPW people, motherhood, children, the Great Patriotic War.*

Сведения об авторах:

Подкорытова Светлана Валерьевна

», . , «

Медведевских Андрей Владимирович 4 «
 », . , .
Подкорытова Светлана Валерьевна , ,
 , « »
 ,
Медведевских Андрей Владимирович 4 , «
 » , , .

Podkorytova Svetlana Valeriyevna Candidate of Historical Sciences, Associate Professor, Associate Professor of the Department of history and law, Shadrinsk State Pedagogical University FSBEI HE, Shadrinsk, Russian Federation.

Medvedevskikh Andrey Vladimirovich 4th year student, Shadrinsk State Pedagogical University FSBEI HE, Shadrinsk, Russian Federation.

**ЖАРАТЫЛЫСТАНУ ҒЫЛЫМДАРЫ
ЕСТЕСТВЕННЫЕ НАУКИ**

Брагина, Т.М.,

Рулёва, М.М.,

Хрестинецкий, Д.В.,

2, 6B01505

**ЗИМУЮЩИЕ ПТИЦЫ ГОРОДА КОСТАНАЙ И ЕГО ОКРЕСТНОСТЕЙ
В УСЛОВИЯХ АНОМАЛЬНО ТЕПЛОЙ ЗИМЫ 2025 ГОДА**

Аннотация

2025 .

Ключевые слова:

1 Введение

2 Материалы и методы

Merlin Bird ID BirdNET

3-4 Результаты и обсуждения

Класс

Отряд Anseriformes – Гусеобразные.

Семейство: Anatidae – Утиные.

1. *Cygnus cygnus* (Linnaeus, 1758) – Лебедь кликун.

2. *Anas platyrhynchos* (Linnaeus, 1758) – Кряква.

3. *Mergellus albellus* (Linnaeus, 1758) – Луток.

Отряд Falconiformes – Соколообразные, или дневные хищные птицы
Семейство: Accipitridae – Ястребиные.

4. *Accipiter nisus* (Linnaeus, 1758) – Ястреб-перепелятник.

Отряд Galliformes – Курообразные, или куриные
Семейство: Phasianidae – Фазановые
5. *Perdix perdix* (Linnaeus, 1758) – Серая куропатка

Отряд Columbiformes – Голубеобразные.
Семейство: Columbidae – Голубиные.
6. *Streptopelia decaocto* (Frisvaldszky, 1838) – Кольчатая горлица.

7. *Columba livia* (Gmelin, 1789) – Сизый голубь

254

Отряд Piciformes – Дятлообразные.
Семейство: Picidae – Дятловые или дятлы.
8. *Dendrocopos major* (Linnaeus, 1758) – Большой пёстрый дятел

1

Отряд Passeriformes – Воробьинообразные.
Семейство: Corvidae – Врановые или вороновые.
9. *Pica pica* (Linnaeus, 1758) – Сорока.

10. *Corvus monedula* (Linnaeus, 1758) – Галка.

144

11. *Corvus frugilegus* (Linnaeus, 1758) – Грач.

2

12. *Corvus cornix* (Linnaeus, 1758) – Серая ворона

25

Семейство: Bombycillidae – Свиристелевые.
13. *Bombycilla garrulus* (Linnaeus, 1758) – Свиристель.

150

Семейство: Regulidae – Корольковые.
14. *Regulus regulus* (Linnaeus, 1758) – Желтоголовый королек

3

Семейство: Turdidae – Дроздовые.
15. *Turdus pilaris* (Linnaeus, 1758) – Рябинник.

16. *Turdus viscivorus* Linnaeus, 1758 – Деряба.

Семейство: *Paridae* – Синицевые.

17. *Parus caeruleus* (Linnaeus, 1758) – Лазоревка.

1

18. *Parus major* (Linnaeus, 1758) – Большая синица.

30

Семейство: *Aegithalidae* – Длиннохвостые синицы.

19. *Aegithalos caudatus* (Linnaeus, 1758) – Долгохвостая синица (Длиннохвостая синица, ополовник).

Семейство: *Certhiidae* – Пищуховые.

20. *Certhia familiaris* (Linnaeus, 1758) – Обыкновенная пищуха.

2

Семейство: *Passeridae* – Воробьиные.

21. *Passer domesticus* (Linnaeus, 1758) – Домовый воробей.

22. *Passer montanus* (Linnaeus, 1758) – Полевой воробей.

Семейство: *Fringillidae* – Вьюрковые, или настоящие вьюрковые.

23. *Fringilla montifringilla* (Linnaeus, 1758) – Юрок.

1

Carduelis carduelis (Linnaeus, 1758) – Щегол.

5

25 *Acanthis cannabina* (Linnaeus, 1758) – Коноплянка.

1

26. *Uragus sibiricus* (Pallas, 1773) – Урагус.

1

27. *Loxia leucoptera* Gmelin, 1789 – Белокрылый клест.

28. *Loxia curvirostra* Linnaeus, 1758 – Клест-еловик.

29. *Pinicola enucleator* (Linnaeus, 1758) – Щур.

30. *Pyrrhula pyrrhula* (Linnaeus, 1758) – Снегирь.

31. *Coccothraustes coccothraustes* (Linnaeus, 1758) – Дубонос.

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5 Выводы

Список литературы

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Phylloscopus humei *Pinicola*
enucleator –
oxia leucoptera

**БРАГИНА, Т.М., РУЛЁВА, М.М., ХРИСТИНЕЦКИЙ, Д.В.
 ҚОСТАНАЙ ҚАЛАСЫ МЕН ОНЫҢ АЙНАЛАСЫН ҚЫСТАЙТЫН ҚҰСТАРДЫҢ 2025
 ЖЫЛДЫҢ ӨТЕ ЖЫЛЫ ҚЫСЫ ЖАҒДАЙЫНДАҒЫ КӨРІНІСІ
 2025**

Түйінді сөздер:

**BRAGINA, T.M., RULYOVA, M.M., KHRISTINETSKIY, D.V.
 WINTERING BIRDS OF KOSTANAY AND ITS SURROUNDINGS IN THE ABNORMALLY WARM
 WINTER OF 2025**

This article provides information on wintering birds of Kostanay and its surroundings in the abnormally warm winter of 2025. A bird species list with marked meeting places is provided. The core of the urban bird fauna includes synanthropic species: sparrows, pigeons, tits, and magpies. The research results can be used to monitor the state of the urban ecosystem, develop environmental protection measures, as well as in educational and awareness raising activities.

Key words: wintering birds, Kostanay, avifauna, monitoring.

Сведения об авторах:

Брагина Татьяна Михайловна

Рулёва Мария Михайловна

Христинецкий Даниил Владиславович – 2, 6B01505

Брагина Татьяна Михайловна

Рулёва Мария Михайловна

Христинецкий Даниил Владиславович
6B01505 2

Bragina Tatyana Mikhailovna - Doctor of Biological Sciences, Professor of the Department of natural sciences, Akhmet Baitursynuly Kostanay Regional University, Republic of Kazakhstan; Chief Researcher, Azov Black Sea Branch of the FSBSI "VNIRO" ("AzNIIRKH"), Rostov on Don, Russian Federation.

Rulyova Mariya Mikhailovna - Master of Biology, Senior Lecturer of the Department of natural sciences, Akhmet Baytursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan

Khristinetskiy Daniil Vladislavovich - 2nd year student, "6B01505 Biology" educational program, Department of natural sciences, Akhmet Baytursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan

Пережогин, Ю.В.,

Бородулина, О.В.,

Аубакиров, Б.М.,

1

ВОДНЫЕ РАСТЕНИЯ КОСТАНАЙСКОЙ ОБЛАСТИ

Аннотация

Ключевые слова: 46, 21, 12

1 Введение

2 Материалы и методы

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International Plant

3-4 Результаты и обсуждение

Familia Araceae Juss. – Семейство Ароидные

Lemna minor L., Sp Pl

– Ряска маленькая.

L. trisulca L., Sp Pl

– Р. тройчатая.

Spirodela polyrhiza (L.) Schleid., Linnaea

– Многокоренник обыкновенный.

Familia Ceratophyllaceae S.F. Gray – Семейство Роголистниковые

Ceratophyllum demersum L.,

– Роголистник погруженный.

C. submersum L., Sp Pl ed

– Р. полупогруженный.

Familia Elatinaceae Dumort. – Семейство Повойничковые

Elatine alsinastrum L.,

– Повойничек мокричный.

E. hungarica Moesz, Bot Lapok

– П. согнутосемянный.

E. hydropiper L.

– П. согнутосемянный.

Familia Haloragaceae R. Br. – Семейство Сланоягодниковые

Myriophyllum sibiricum Kom., Spec Nov

– Уруть сибирская.

M. spicatum L., Sp Pl

– У. колосковая.

M. verticillatum L. Sp Pl

– У. мутовчатая.

Familia Hydrocharitaceae Juss. – Семейство Водокрасовые

Elodea canadensis Michx., Bor -

– Элодея канадская.

Hydrocharis morsus-ranae L.,

– Водокрас лягушачий.

Najas marina L.,

– Наяда морская.

Stratiotes aloides L.

– Телорез обыкновенный.

Familia Lentibulariaceae Rich. – Семейство Пузырчатковые

Utricularia minor L.,

– Пузырчатка малая.

U. vulgaris L.,

– П. обыкновенная.

Familia Menyanthaceae Dumort. – Семейство Вахтовые

Nymphoides peltata (S.G.Gmel.) Kuntze,

щитолистный. – Болотоцветник

Familia Nymphaeaceae Salisb. – Семейство Кувшинковые

Nuphar lutea (L.) Sm., Graec Prodr

– Кубышка желтая.

N. pumila (Timm) DC.,

– К. малая.

N. x spenneriana Gaudin,

– К. Спеннера.

Nymphaea candida J.Presl & C.Presl, Delic

– Кувшинка белоснежная.

N. tetragona Georgi,

– К. четырехугольная.

Familia Plantaginaceae Juss. – Семейство Подорожниковые

Callitriche hermaphroditica L., Pl I

– *Callitriche autumnalis* L in ed

– Болотник обоеполый.

Hippuris vulgaris L.,

– Хвостник обыкновенный, водяная сосенка.

Limosella aquatica L.

– Лужница водяная.

Familia Potamogetonaceae Bercht. & J.Presl – Семейство Рдестовые

Potamogeton compressus L.,

– *Potamogeton zosterifolius*

– Рдест

сплюснутый.

P. crispus L.,

– Р. курчавый.

P. friesii Rupr., Beitr

– Р. Фриса.

P. gramineus L.,

– *Potamogeton heterophyllus*

– Р. злаковый.

P. lucens L.,

– Р. блестящий.

P. natans L.,

– Р. плавающий.

P. obtusifolius Mert. & W.D.J. Koch,

Р. туполистый.

P. perfoliatus L.,

– **Р. стеблеобъемлющий.**

P. praelongus Wulfen,

– **Р. длиннейший.**

P. pusillus L.,

– **Р. маленький.**

P. trichoides Cham. & Schldl., Linnaea

– **Р. волосовидный.**

Stuckenia filiformis (Pers.) Börner,

– *Potamogeton filiformis*
– **Штукения нитевидная.**

S. macrocarpa (Dobrocz.) Tzvelev, Bot

Moscow

Potamogeton macrocarpus

I – **Ш. крупноплодная.**

S. pectinata (L.) Börner,

– *Potamogeton pectinatus* L.

I – **Ш. гребенчатая.**

Zannichellia palustris L., Sp Pl

– **Занникелия болотная.**

Z. palustris subsp. *pedicellata* (Rosén & Wahlenb.) Hook.f.,

D

– *Zannichellia pedunculata*

– **З. длинноножковая.**

Familia Ranunculaceae Juss. – Семейство Лютиковые

Ranunculus rionii Lager,

– *Batrachium rionii*
– Лютик Риона.

Bot Notiser

R. trichophyllus Chaix,

Batrachium trichophyllum
– Л.

волосистолистный.

Familia Ruppiaceae Hutch. – Семейство Руппиевые

Ruppia maritima L. Sp Pl

– Р. морская.

Familia Salviniaceae Martinov – Семейство Сальвиниевые

Salvinia natans (L.) All.,

– Сальвиния плавающая.

5 Выводы

Список литературы

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**ПЕРЕЖОГИН, Ю.В., БОРОДУЛИНА, О.В., АУБАКИРОВ, Б.М.
ҚОСТАНАЙ ОБЛЫСЫНЫҢ СУ ӨСІМДІКТЕРІ**

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Түйінді сөздер:

**PEREZHOGIN, Yu.V., BORODULINA, O.V., AUBAKIROV, B.M.
AQUATIC PLANTS OF THE KOSTANAY REGION**

Aquatic plants are a special ecological group of hydrophytes. This group of plants is adapted to aquatic environments, where they are completely or partially immersed. Depending on the degree of immersion, they can be divided into hydatophytes (completely immersed) and hydrophytes (partially immersed). Hydatophytes are so highly specialized for the aquatic environment that in the process of evolution they have lost mechanical tissues and the ability to live on land. They stay at shallow depths of fresh and salt water or float on the surface. There is no clear boundary between hydatophytes and hydrophytes.

Our article provides a list of aquatic plants of the Kostanay region for the first time, it includes 46 species from 21 genera and 12 families.

Key words: *aquatic plant species, flora, Kostanay region, hydrophytes, annotated listing*

Сведения об авторах:

Пережогин Юрий Викторович

Бородулина Ольга Викторовна

Аубакиров Багдат Мейрамович

Пережогин Юрий Викторович

Бородулина Ольга Викторовна

Аубакиров Багдат Мейрамович « » 1

Perezhogin Yuriy Viktorovich *Candidate of Biological Sciences, Associate Professor, Associate Professor of the Department of Natural Sciences, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.*

Borodulina Olga Viktorovna *Candidate of Biological Sciences, Associate Professor, Associate Professor of the Department of Natural Sciences, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.*

Aubakirov Bagdat Meiramovich *1st year Master's student, "Biology" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.*

Пережогин, Ю.В.,

Бородулина, О.В.,

Жоломанова, Д.К.,

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ЭФЕМЕРНЫЕ РАСТЕНИЯ КОСТАНАЙСКОЙ ОБЛАСТИ

Аннотация

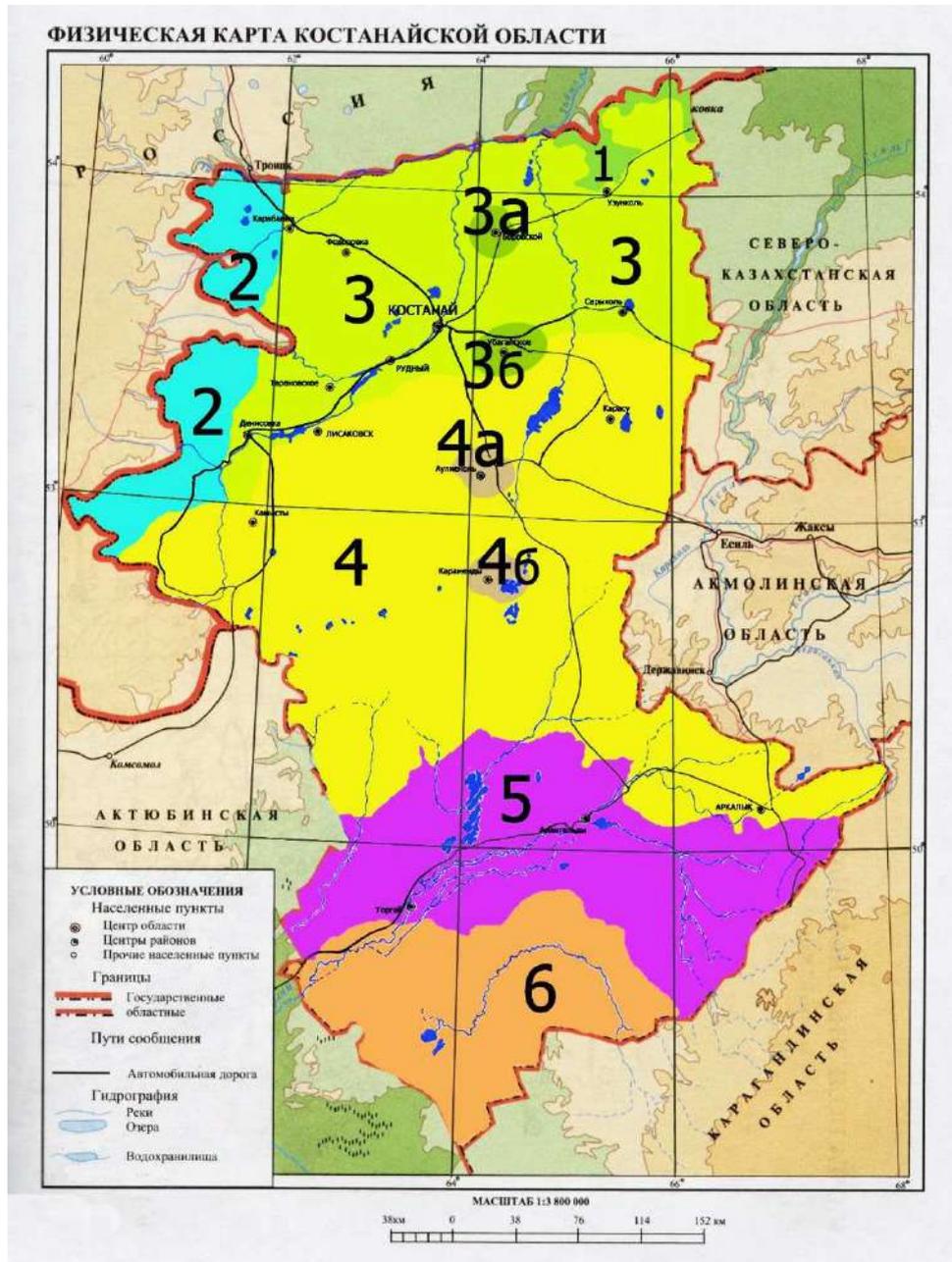
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1 Введение

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2 Материалы и методы

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3-4 Результаты и обсуждение

Amaranthaceae Juss.

Ceratocarpus arenarius L.,

– Рогач песчаный.

Boraginaceae Juss.

Arnebia decumbens (Vent.) Coss. & Kralik,

Арнебия простертая.

Nonea caspica G.Don,

– Нонея каспийская.

Rochelia bungei Trautv.,

S -

Bot Sada

– Рохелия Бунге.

Brassicaceae Burnett

Alyssum desertorum Stapf,

– Бурачок пустынный.

Arabidopsis thaliana (L.) Heynh.,

– Резушка Таля.

Capsella bursa-pastoris (L.) Medik. Pfl -Gatt

– Сумочник пастуший.

Chorispora tenella (Pall.) DC., Syst Nat

– Хориспора нежная.

Draba nemorosa L., Sp Pl

– Крупка лесная.

D. verna L., Sp Pl

– К. весенняя.

Hornungia procumbens Hayek,

Хорнунгия лежачая.

Isatis gymnocarpa (Fisch. ex DC.) Al-Shehbaz, Moazzeni & Mumm.,

Вайда опушенноплодная.

Meniocus linifolius DC., Syst Nat

– Плоскоплодник льнолистный.

Sterigmostemum caspicum Kuntze,

– Стеригмостерум каспийский.

Strigosella africana (L.) Botsch.,

Moscow

Стригозелла африканская.

Thlaspi arvense L., Sp. Pl. 2: 646 (1753).

– Ярутка полевая.

Th. ceratocarpon Murray, Novi

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– Я. крылоплодная.

Plantaginaceae Juss.

Veronica biloba Schreb. ex L. in Mant Pl

– Вероника двулопастная.

V. hispidula Boiss. & A. Huet,

Pl Orient ser

– В. Короткощетиноквая.

Poaceae Barnchart.

Eremopyrum orientale Jaub. & Spach,

t

– Мортук восточный.

E. triticeum (Gaertn.) Nevski, b Bot – М.
пшеничный.

Primulaceae Batsch ex Borkh.
Androsace maxima L., – Проломник наибольший.

A. septentrionalis L., – П. северный.

Ranunculaceae Juss.
Ranunculus minimus (L.) E.H.L.Krause, ed – Лютик
малый.

R. testiculatus Crantz, iii – Л.
яичкоплодный (каз. кара-кыз).

5 Выводы

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Дамбаулова, Г.К.,

Иментаева, С.,

«7 04110»

Амантаева, Р.К.,

**КОРПОРАТИВНЫЙ УНИВЕРСИТЕТ КАК ИНСТРУМЕНТ
СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ: ЭВОЛЮЦИЯ,
МОДЕЛИ И ПРАКТИКА В КАЗАХСТАНЕ**

Аннотация

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(« »), BI Group, Alina

Group)

Ключевые слова:

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 (« , BI Group, Alina Group)

Түйінді сөздер:

**BAIZHANOVA, L.A.-N., DAMBAULOVA, G.K., IMENTAYEVA, S.G., AMANTAYEVA, R.K.
 CORPORATE UNIVERSITY AS A STRATEGIC MANAGEMENT TOOL: EVOLUTION, MODELS,
 AND PRACTICE IN KAZAKHSTAN**

This article examines the phenomenon of the corporate university (CU) as a key tool for strategic management in the modern knowledge based economy. The evolution of the CU concept is analyzed, from a tactical training center focused on addressing current competency gaps to a strategic partner deeply integrated into the processes of implementing business strategy and shaping corporate culture. A comprehensive systematization of CU models is presented, including evolutionary generational (J. Walton, M. Rademakers), structural functional (M. Allen), and conceptual approaches (the "Temple of Knowledge"). Special attention is given to modern network and ecosystem models, which extend the CU's activities to external stakeholders (clients, partners, suppliers) and transform it into a center for co creating value and open innovation. A critical analysis of the "university" metaphor is conducted, and the methodological distinction between organizational models of the CU and pedagogical design tools, such as the "Competency Pyramid," is clarified. Based on analysis of the regulatory and legal framework of the Republic of Kazakhstan and case studies of leading companies (Samruk Kazyna JSC, BI Group, Alina Group), the specifics of implementing various CU models in the Kazakhstani context have been investigated. The authors came to conclusion that the CU in Kazakhstan serves a dual function as both a tool of corporate strategy and a mechanism for implementing national policy on human capital development. It is argued that the effectiveness of a CU depends on its integration into the strategy, the support of leadership, and the transparency of its own governance.

Key words: corporate university, strategic management, human capital, corporate training models, corporate culture.

Сведения об авторах:

Байжанова Лилия Абдул-Насыровна

Дамбаулова Гульмира Каримжановна

Иментеева Сания Газизовна

Амантаева Раушан Кадырбековна

Байжанова Лилия Абдул-Насыровна

Дамбаулова Гульмира Каримжановна

Иментеева Сания Газизовна

Амантаева Раушан Кадырбековна

Baizhanova Liliya Abdul-Nasyrovna Master of Economic Sciences, acting head of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Dambaulova Gulmira Karimzhanovna Candidate of Economic Sciences, Associate Professor of Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Imentayeva Saniya Gazizovna Master's student, 7M4110 "Management" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Amantayeva Raushan Kadyrbekovna Master of Economic Sciences, Lecturer of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Дамбаулова, Г.К.,

Акан, С.,

«7 04106

Амантаева, Р.К.,

Молдагалиева, Н.Д.,

ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ НА МАРКЕТИНГОВЫЕ КОММУНИКАЦИИ И ПОТРЕБИТЕЛЬСКОЕ ПОВЕДЕНИЕ: СИСТЕМНЫЙ АНАЛИЗ

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ДАМБАУЛОВА, Г.К., АҚАН, С., АМАНТАЕВА, Р.К., МОЛДАГАЛИЕВА, Н.Д.
 ӘЛЕУМЕТТІК ЖЕЛІЛЕРДІҢ МАРКЕТИНГТІК КОММУНИКАЦИЯЛАР МЕН
 ТҰТЫНУШЫЛАРДЫҢ МІНЕЗ-ҚҰЛЫҚҚА ӘСЕРІ: ЖҮЙЕЛІ ТАЛДАУ

(influence marketing)

(AIDA, TPB)

«
 (5A's, SIPS)

(FOMO)

Түйінді сөздер:

DAMBAULOVA, G.K., AKAN, S., AMANTAYEVA, R.K., MOLDAGALIYEVA, N.D.
THE INFLUENCE OF SOCIAL MEDIA ON MARKETING COMMUNICATIONS AND CONSUMER
BEHAVIOR: A SYSTEMATIC ANALYSIS

In the context of digital transformation, social media have evolved from communication platforms into a powerful marketing tool, fundamentally changing models of consumer behavior. This article presents a systematic analysis of this phenomenon. It examines the evolution of social media, classifies their modern types, and analyzes key trends in their use, with a special focus on the young users in Kazakhstan. The primary mechanisms of marketing influence have been identified and described, from targeted advertising to influencer marketing and native integrations. A critical analysis of classic consumer behavior models (AIDA, TPB) was conducted, demonstrating their inadequacy in the digital environment. Modern, non linear models (5A's, SIPS) that adequately describe the journey of the "connected" consumer are presented. The authors analyzed the role of psychological determinants (social comparison, FOMO) and the legislative regulation of online advertising in the Republic of Kazakhstan.

Key words: social media, marketing communications, consumer behavior, influencer marketing, digital economy.

Сведения об авторах:

Дамбаулова Гульмира Каримжановна

Ақан Санжар, «7 04106»,

Амантаева Раушан Кадырбековна

Молдағалиева Нуржанат Досқалиевна

Дамбаулова Гульмира Каримжановна

Акан Санжар, «7 04106»

Амантаева Раушан Кадырбековна

Молдагалиева Нуржанат Доскалиевна

Dambaulova Gulmira Karimzhanovna Candidate of Economic Sciences, Associate Professor of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Akan Sanzhar Master's student, 7M4106 "Marketing" educational program, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Amantayeva Raushan Kadyrbekovna Master of Economic Sciences, Lecturer of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Moldagaliyeva Nurzhanat Doskaliyevna Master of Economics, Senior Lecturer of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Дамбаулова, Г.К.,

Алиева, Г.А.,

«7 04110»

Амантаева, Р.К.,

Абдрахманова, А.Д.,

**СТРАТЕГИЧЕСКИЙ РЕНЕССАНС В ПОСТСАНКЦИОННОМ ЛАНДШАФТЕ:
РАЗРАБОТКА СТРАТЕГИИ ПРИВЛЕЧЕНИЯ КОРПОРАТИВНЫХ КЛИЕНТОВ
ДЛЯ АО «BEREKE BANK»**

Аннотация

«Bereke Bank»,

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«Bereke Bank»

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Halyk Bank ForteBank.

(RPA)

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«Bereke Bank».

Ключевые слова: *Bereke Bank,*

1 Введение

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2 Материалы и методы

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3 Результаты

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4 Обсуждение

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**ДАМБАУЛОВА, Г.К., ӘЛИЕВА, Г.А., АМАНТАЕВА, Р.К., АБДРАХМАНОВА, А.Д.
САНКЦИЯДАН КЕЙІНГІ ЖАҒДАЙДАҒЫ СТРАТЕГИЯЛЫҚ РЕНЕССАНС: «BEREKE BANK»
АҚ ҮШІН КОРПОРАТИВТІК КЛИЕНТТЕРДІ ТАРТУ СТРАТЕГИЯСЫН ӨЗІРЛЕУ**

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. «Bereke Bank»
«Bereke Bank» :

ForteBank

(RPA)

(AI)

«Bereke Bank»

Түйінді сөздер: Bereke Bank,

**DAMBAULOVA, G.K., ALIYEVA, G.A., AMANTAYEVA, R.K., ABDRAKHMANOVA, A.D.
STRATEGIC RENAISSANCE IN A POST-SANCTIONS ENVIRONMENT: DEVELOPING
A CORPORATE CLIENT ACQUISITION STRATEGY FOR BEREKE BANK JSC**

This article presents an analysis of the strategic transformation of Bereke Bank JSC in the challenging post sanctions environment. Having survived rebranding from Sberbank SB JSC and a series of ownership changes, Bereke Bank faced a dual challenge: restoring market confidence and building a sustainable competitive advantage. The study diagnoses the bank's current strategies for attracting corporate clients, its operational processes and competitive positioning relative to market leaders such as Halyk Bank and ForteBank. Critical weaknesses have been identified based on the synthesis of market data, internal strategic documents and comparative analysis. The core of the study is the formation of a target strategy for the bank, which includes an improved customer segmentation model, a focus on priority sectors of the economy that are in line with national development goals. In addition, the article presents a detailed plan for modernizing business processes through robotic process automation (RPA) and the introduction of artificial intelligence (AI) in credit scoring, as well as recommendations for adapting the organizational structure to support a data driven culture. The work concludes with an economic justification of the proposed measures, predicting their significant positive impact on key performance indicators and confirming their strategic necessity for long term sustainable growth and strengthening the competitive position of Bereke Bank JSC.

Key words: *Bereke Bank, banking sector of Kazakhstan, corporate client acquisition, competitive analysis, banking strategy.*

Сведения об авторах:

Дамбаулова Гульмира Каримжановна

Алиева Гульзара Ануаровна

«7 04110»

Амантаева Раушан Кадырбековна

Абдрахманова Асель Дуйсенғалиевна

Дамбаулова Гульмира Каримжановна

Алиева Гульзара Ануаровна

«7 04110»

Амантаева Раушан Кадырбековна

Абдрахманова Асель Дуйсенғалиевна

Dambaulova Gulmira Karimzhanovna *Candidate of Economic Sciences, Associate Professor of the Accounting and management department, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.*

Aliyeva Gulzara Anuarovna Master's student, 7M4110 "Management" educational program,
Akmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.
Amantayeva Raushan Kadyrbekovna Master of Economic Sciences, Lecturer

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Importance of media in shaping public opinion

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Research question

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2 Literature Review
Theoretical frameworks: media

3-4 Results and discussion
Analysis of media coverage in Kazakhstan and in the West
Media Narratives in Kazakhstan

SWP (Stiftung Wissenschaft und Politik)

sovereign, diplomatically skilled, and responsible international actor.

Kazakh yurt – **non-**
confrontational, balanced, and pragmatic approach.

Media Narratives in Western media

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Russia. **bureaucracy, and historic ties to**

- *“During a press conference in Wednesday Kazakhstan President Kassym Jomart Tokayev praised France as a "key and reliable partner". Mr Macron returned the compliment, thanking Mr Tokayev for abiding by Western sanctions on Russia.”*

Table 2

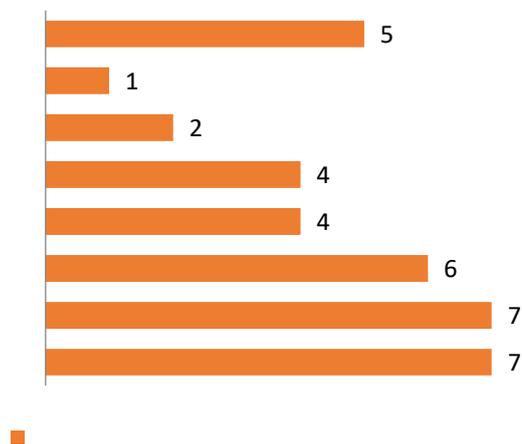


Table 3

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Comparative Analysis of Foreign Media Coverage and local

East and West, democracy and authoritarianism.

Moscow?

Can Astana seize the moment without angering

5 Conclusion

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Түйінді сөздер:

**НҮРПЕЙІС, С.Н., БАУБЕКОВА, Г.К.
РОЛЬ СМИ В ФОРМИРОВАНИИ ОБЩЕСТВЕННОГО ВОСПРИЯТИЯ ВНЕШНЕЙ
ПОЛИТИКИ КАЗАХСТАНА**

Ключевые слова:

Information about authors:

Nurpeis Sagida Nurzhankyzy 3rd year student, “International Relations and Diplomacy” educational program, Faculty of International Relations, L.Gumilyov ENU, Astana, Republic of Kazakhstan.

Baubekova Gaukhar Konyspayevna Master of Pedagogical Education, Head of the Department of natural science disciplines, Akhmet Baitursynuly Kostanay Regional University, Kostanay, Republic of Kazakhstan.

Нүрпейіс Сағида Нұржанқызы «
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Редактор, корректор: .
Корректорлар: . , .
Компьютерлік беттеу: . , .

Редактор, корректор: .
Корректоры: . , .
Компьютерная верстка: . , .

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