

ON RESEARCH WORK OF STUDENTS
OF TURAN-ASTANA UNIVERSITY
FOR 2025

1. General Provisions

Research work of undergraduate students (RWUS) and graduate students (RWGS) is an integral part of the educational process at Turan-Astana University. It is aimed at developing students' research competencies, fostering creative thinking, acquiring skills in analyzing and summarizing scientific information, as well as preparing them for professional activities in the context of digital transformation and sustainable development.

In 2025, the main directions of student research were:

- Artificial intelligence and its application in various fields;
- Digital transformation of the economy, tourism, design, and education;
- Sustainable development, eco-branding, green economy;
- Socio-humanitarian and psychological-pedagogical aspects of modern society;
- Ethical and legal issues of introducing new technologies.

2. Organization of Student Research Work

2.1. Student Scientific Circles

In 2025, the following student scientific circles operated at the university departments:

Department	Circle Name	Supervisor	Number of Participants
PiSHD	"Renaissance Qadam"	Kolumbayeva Z.E.	30
PiSHD	"LOGOS"	Umirzakova L.A., Imanqul A.N.	28
PiSHD	"Psychology - Ψ "	Emelbayeva E.Zh., Raushanova I.M.	20
DST	"Motion Design"	Ospanov G.Kh.	15
DST	"Turan-Astana" (Tourist Club)	Galiakbarov E.E.	12
DST	Scout Club	Medvedenko Yekaterina	10
LiFL	"Mashhurtanu"	Zhusupova G.K.	20
LiFL	"Mastery of Translator"	Barlybayeva E.Zh.	25

Department	Circle Name	Supervisor	Number of Participants
BA	University Club Enactus	Sugir D.S.	not specified
BA	Scientific Circle "Leader"	Sugir D.S.	not specified
BA	School of the Future Akim	Sugir D.S.	not specified

Main objectives of the scientific circles:

- Realization of students' creative and scientific aspirations;
- Acquisition of skills in conducting discussions and public speaking;
- Development of abilities to solve non-standard scientific and practical problems;
- Formation of a culture of scientific communication.

3. Participation of Students in Scientific Conferences and Competitions

3.1. International and Republican Conferences

In 2025, university students and undergraduates actively participated in the following key scientific events:

1. **XV International Scientific and Practical Conference of Doctoral Students, Master's Students, and Undergraduates "Artificial Intelligence and Innovation: New Challenges and Opportunities for Science and Society"** (April 24-25, 2025, Turan-Astana University)

In the section "Artificial Intelligence in the Creative Industry: New Technologies in Design", 39 reports were submitted. 26 reports were presented (15 in Russian, 8 in Kazakh, 3 in English). Main topics of the reports:

- Smart tourism and the use of artificial intelligence to improve tourist experience;
- Prototyping websites using artificial intelligence;
- The impact of digital transformation and artificial intelligence on tourism and eco-branding;
- Artificial intelligence in design: opportunities and risks;
- Artificial intelligence and green technologies as the basis for a sustainable future;
- Assistive technologies for inclusivity in the tourism industry;
- Artificial intelligence and emotional design in interiors.

Results (DST section):

- 1st Degree Diploma – Djanabayeva Dinara, Shaydullina Yenlik (Diz-21-2)
- 2nd Degree Diploma – Abdrakhmanov Aidar, Yeregin Vladislav, Ayupova Sofia (T-24-2); Amangeldi Shugyla (Us-T-23-1)
- 3rd Degree Diploma – Myrzagaliyeva Aynash, Shakenova Aigerim (Diz-21-2); Djanabayeva Dinara (Diz-21-2); Smailova Ainur, Mukhametzhanova Ulpan (Diz-23-1)

2. **XV International Scientific and Practical Conference "ETHICS AND REGULATION OF ARTIFICIAL INTELLIGENCE: INTERNATIONAL AND NATIONAL EXPERIENCE"** (November 27-28, 2025, Turan-Astana University)

In Section 6 "Ethics and Application of Artificial Intelligence in Design, Service, and Tourism", 25 reports were submitted, 20 reports were presented (17 in Russian, 2 in Kazakh, 1 in English).

Results (DST section):

- 1st Degree Diploma – Nabiyeu Ramazan (Diz-22-2)
- 2nd Degree Diploma – Djanabayeva Dinara (Diz-21-2); Abramov David (RGB-24-2)
- 3rd Degree Diploma – Ryskaliyeva Malika (Diz-22-2); Bisimbayeva Gulnaz (Diz-22-2); student of group US-TSE-25-1

3. **International Scientific and Practical Conference "The Role of Universities and Startup Ecosystems in the Development of Innovations"** (December 27-28, 2025, Turan-Astana University)

Students and undergraduates from the IT, DST, and BA departments participated in the conference with reports on the following topics:

- "Peculiarities of using multimodal artificial intelligence systems in the educational process" (Amanzhol A.)
- "Peculiarities of using the Portfoliobox online service based on artificial intelligence" (Issabek K.)
- "Features of the design and development of a parallel computing module" (Berikov K.)
- "Intelligent face recognition system using neural networks" (Ibragimov S.Zh.)
- "Development of cybersecurity in the context of digital transformation" (Babchenko N.V.)
- "Development of blockchain technologies for personal data protection in electronic services" (Zhenisov E.K.)
- "Development of an automated information subsystem for a dormitory" (Kereibay A.N.)
- "Development of software for image segmentation and recognition" (Avaiddolla A.A.)
- "Sensors and actuators: types, specifications, power consumption" (Aitenov M.N.)
- "The role of big data in the healthcare system and the application of AI" (Bauyrzhan D.)
- "Implementation of chatbots as a tool to improve communication efficiency in the educational environment" (Nuraev V.V.)

4. **International Competition of Scientific Works "Green Economy in the Context of Climate Change"** (April 2025, Astana International University)

Students of the DST department under the supervision of Professor Atikeyeva S.N. won prize places:

- 1st Degree Diploma – Luneva L.
- 2nd Degree Diploma – Eberle Yu., Meneyeva Zh., Sidorets K., Sagatbekova D.
- 3rd Degree Diploma – Kaplin A.

5. **Republican Competition of Video Clips and Podcasts Dedicated to World Philosophy Day** (November 2025, S. Seifullin Kazakh Agrotechnical University)

Students of the PiSHD department:

- Khangeldi Abylaykhan, Zaidin Amina, Sagynbay Jansaya – 3rd Degree Diploma (supervisors Umirzakova L.A., Imanqul A.N.)

6. **Republican Essay Contest "Independence – the Historical Image of the State"** (December 2025)

Students of the PiSHD department under the supervision of Professor Kolumbayeva Z.E.:

- Gapbarova Zh. – 1st Degree Diploma
- Zhalbyr A. – 2nd Degree Diploma

4. Publication Activity of Students

In 2025, university students and undergraduates published the results of their research in conference proceedings and scientific journals. Summary data by department are presented below:

4.1. Department of "Psychology and Socio-Humanitarian Disciplines" (PiSHD)

No.	Student Name	Group	Supervisor	Title of Publication	Publication
1	Khegai E.	YuP-23-2	Umirzakova L.A.	The Future of Science: Boundaries of Expansion and Ethical Challenges of Interdisciplinarity	Proceedings of ISPC "Integration of Sciences...", 28.03.2025
2	Babicheva D.A.	PD-23-2	Umirzakova L.A.	Expansionism in Ethics: Expanding Moral Boundaries	Proceedings of ISPC "Integration of Sciences...", 28.03.2025
3	Kormukhina S.	PD-23-2	Umirzakova L.A.	Archetypes and Functions of Characters in Fairy Tales: Interpretation of V. Propp's Concept	Proceedings of ISPC "Integration of Sciences...", 28.03.2025
4	Filippi Karina	YuP-23-1	Imanqul A.N.	Expansionism and Interdisciplinarity: Philosophy in Dialogue with Sciences	Proceedings of ISPC "Integration of Sciences...", 28.03.2025
5	Amangeldinova Amina	YuP-23-1	Imanqul A.N.	The Ethical Basis of Law: Conflict between Morality and Law	ISPC "Artificial Intelligence and Innovations", 24-25.04.2025
6	Filippi Karina	YuP-23-1	Imanqul A.N.	Artificial Intelligence and Ontological Problems of Humanity	ISPC "Artificial Intelligence and Innovations", 24-25.04.2025
7	Zaidin Amina	P-24-1	Imanqul A.N.	New Opportunities of Humanitarian Knowledge and Their Philosophical Underpinnings	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025

No.	Student Name	Group	Supervisor	Title of Publication	Publication
8	Zhanat Zhanerke	T-24-1	Imanqul A.N.	The Influence of Social Networks on Human Consciousness: In the Context of the Ideas of Kant, Nietzsche, Chernyshevsky	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
9	Amirova Yelnura	T-24-1	Imanqul A.N.	Apollonian and Dionysian Principles in the Life of Modern Youth	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
10	Izbanov Sagdat	MP-25-1	Shynybekov B.Sh.	Study of the Life Path of Izbakov Akkozy	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
11	Zhumagali Aldiyar	MP-25-1	Shynybekov B.Sh.	Features of the Study of the Nomadic Civilization between the Yesil and Nura Rivers at the Present Stage	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
12	Sapashova M.N.	USP-23-2	Emelbayeva E.Zh.	(topic not specified)	ISPC "Artificial Intelligence and Innovations", 24-25.04.2025

Competition Winners (PiSHD):

- Babicheva D.A. (PD-23-2) – 1st Degree Diploma, International Research Competition "Best Student" (05.09.2025)
- Tanybayeva Anel (P-22-1) – 3rd Degree Diploma, XV ISPC "Ethics and Regulation of Artificial Intelligence" (supervisor Ismail O.R.)
- Zaidin Amina (P-24-1) – 2nd Degree Diploma, XV ISPC "Ethics and Regulation of Artificial Intelligence" (supervisor Imanqul A.N.)
- Raushanova I.M., Bolatbekova Zh.M. (P-23-1) – 3rd Degree Diploma, XV ISPC "Ethics and Regulation of Artificial Intelligence"

- Zhalbyr A. (PD-25-15) – 1st Degree Diploma, XV ISPC "Ethics and Regulation of Artificial Intelligence" (supervisor Sartbasova A.B.)
- Students of gr. P-22-1 (supervisors Yermekova A.D., Bapayeva G.S.) – Diploma "Best Social-Psychological Project-2025", republican competition (05.12.2025)

4.2. Department of "Design, Service and Tourism" (DST)

No.	Student Name	Group	Supervisor	Title of Publication	Publication
1	Zhaksylyk A.	---	Karazhanova M.K h.	(topic not specified)	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
2	Sagatbekova D.	Diz-22-2	Baizakova A.S.	UX/UI Design Services for Online Interior Planning	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
3	Yesymkhanov A.	Master's student	Kamenova M.Zh.	Innovative Digital Solutions in Tourism: Impact on Business Models of Tour Operators and Travel Agencies	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
4	Yespenbet Aktoty	---	Kamenova M.Zh.	Socio-economic Determinants of the Formation of the Tourist Potential of the Region	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
5	Seitkanova Diana	---	Kamenova M.Zh.	Public-Private Partnership in	XV ISPC "Ethics and Regulation

No.	Student Name	Group	Supervisor	Title of Publication	Publication
				the Sphere of Tourism	of Artificial Intelligence", 27-28.11.2025
6	Asanbayev Askar	---	Kamenova M.Zh.	Main Directions of Development of Hotel Enterprises in Modern Conditions in the Republic of Kazakhstan	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
7	Mukhamedjan U.	Diz-22-2	Sultanova A.T.	The Role of Graphic Design in Educational Materials for Children	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
8	Raymbay Abylaykhan	---	Salmenova S.K.	Problems of Brand Image Formation in the Kazakhstani Market	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
9	Alisheva Sabira	Diz-4 year	Baizakova A.S.	Trends in Supporting Handicraft Elements in Digital Illustrations	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
10	Bisenbi Jansaya	Diz-5 year	Baizakova A.S.	The Role of Graphic Design in Visual	XV ISPC "Ethics and Regulation of Artificial Intelligence"

No.	Student Name	Group	Supervisor	Title of Publication	Publication
				Communication	, 27-28.11.2025
11	Zhanbobek Zhibek	Diz-3 year	Baizakova A.S.	Methods of Using Elements of Kazakh Mythology in Modern Graphic Illustration	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
12	Rustemuly Muhammad	Diz-3 year	Baizakova A.S.	3D Printing and Its Application in the Field of Vegan Food Preparation	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
13	Domolakova Dana	Diz-4 year	Baizakova A.S.	The Use of Landscape Design in Promoting Kazakhstan's Eco-Brand	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
14	Kudaibergenova Aruzhan	Diz-4 year	Baizakova A.S.	Color Psychology in Graphic Design	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025
15	Narbinova E.A.	---	(independently)	Modern Approaches to Professional Training of Guides in the Republic of Kazakhstan	XV ISPC "Ethics and Regulation of Artificial Intelligence", 27-28.11.2025

No.	Student Name	Group	Supervisor	Title of Publication	Publication
16	Baltinova Zh.E.	3rd year	Ussenova D.M., Dauletkhanova Zh.D.	Consumer Habits of Generation Z: Choice Trends in the Era of Eco-Hotels and Digitalization	ISPC dedicated to Science Day, Esil University, 12-13 April 2025

4.3. Department of "Information Technology" (IT)

No.	Student/Master's Student Name	Supervisor	Title of Publication	Publication
1	Amanzhol A.	Abeuov S.B.	Peculiarities of using multimodal artificial intelligence systems in the educational process	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
2	Issabek K.	Bekenova D.B.	Peculiarities of using the Portfoliobox online service based on artificial intelligence	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
3	Berikov K.	Nuspekov E.L.	Features of the design and development of a parallel computing module	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
4	Ibragimov S.Zh.	Adamov A.A.	Intelligent face recognition system using neural networks	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025

No.	Student/Master's Student Name	Supervisor	Title of Publication	Publication
5	Babchenko N.V.	Karymsakova I.B.	Development of cybersecurity in the context of digital transformation	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
6	Zhenisov E.K.	Tashatov N.N.	Development of blockchain technologies for personal data protection in electronic services	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
7	Kereibay A.N.	Karymsakova I.B.	Development of an automated information subsystem for a dormitory	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
8	Avoidolla A.A.	Zhuzbayev S.S.	Development and implementation of software for image segmentation and recognition	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
9	Aitenov M.N.	Zhuzbayev S.S.	Sensors and actuators: types, specifications, power consumption	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
10	Bauyrzhan D.	Zhuzbayev S.S.	The role of big data in the healthcare system and the application of AI	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in

No.	Student/Master's Student Name	Supervisor	Title of Publication	Publication
				the Development of Innovations", 27-28.12.2025
11	Nuraev V.V.	Karymsakova I.B.	Implementation of chatbots as a tool to improve communication efficiency in the educational environment	Proceedings of ISPC "The Role of Universities and Startup Ecosystems in the Development of Innovations", 27-28.12.2025
12	Smagulov A., Magavin A., Düzelbay Á.	Nuspekov E.L.	Boundaries of Artificial Intelligence Autonomy: Problems and Challenges	Colloquium-journal No. 64 (257), 2025

Participation in Olympiads and Competitions (IT):

- 2 students took 2nd and 3rd places in the International Olympiad on Artificial Intelligence (October 22 – November 5, 2025)
- 12 students participated in the International Olympiad ICPC (October 26, 2025) under the supervision of Jomartov T.A. and Abeuov S.B.
- 122 students participated in the International Forum Digital Bridge (October 2-5, 2025) at Astana Hub

4.5. Department of "Business Administration" (BA)

No.	Student/Master's Student Name	Group	Supervisor	Title of Publication	Publication
1	Ibraeva D.	Master's student	Nasyrova A.M.	Time management as a tool to increase the efficiency of using an organization's labor resources	Izvestiya Turan-Astana, No. 2, 2025
2	Uzakbay Zh.	Master's student	Nasyrova A.M.	Trends and prospects of e-commerce in Kazakhstan	Izvestiya Turan-Astana, No. 2, 2025
3	Turgunov A.	---	Nasyrova A.M.	Modern methods of personnel	Izvestiya Turan-Astana, No. 2, 2025

No.	Student/Master's Student Name	Group	Supervisor	Title of Publication	Publication
				management in an organization	
4	Sagino A.	---	Nasyrova A.M.	Personnel policy of an enterprise in modern conditions	Izvestiya Turan-Astana, No. 2, 2025
5	Ashumenova D.	Master's student	Nasyrova A.M.	Ensuring the competitiveness of enterprise products: theory and practice	Izvestiya Turan-Astana, No. 2, 2025
6	Alenov M.	Master's student	Nasyrova A.M.	Improving the logistics system at enterprises of the Republic of Kazakhstan	Izvestiya Turan-Astana, No. 2, 2025
7	Tleules A.	GMU- 24-1	Tuzubekova M.K.	The role of artificial intelligence in the economy of Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
8	Aitkali Zh.	GMU- 24-1	Tuzubekova M.K.	Development of women's entrepreneurship in Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
9	Ismailov A.	PRE- 24-1	Tuzubekova M.K.	Development of agribusiness in Kazakhstan: problems and solutions	Proceedings of ISPC Turan-Astana, No. 3, 2025
10	Kairat A.	PRE- 24-1	Tuzubekova M.K.	Development of small and medium-sized businesses in Kazakhstan and its impact on the economy	Proceedings of ISPC Turan-Astana, No. 3, 2025

No.	Student/Master's Student Name	Group	Supervisor	Title of Publication	Publication
11	Adilgazy Á.	GMU-22-1	Tuzubekova M.K.	Development of small and medium-sized businesses in Kazakhstan and its impact on the economy	Proceedings of ISPC Turan-Astana, No. 3, 2025
12	Akanova A.	US-GMU-23-1	Tuzubekova M.K.	Reasons and consequences of youth emigration from Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
13	Zhenalina L.	E-22-2	Belgibayeva K.K.	Investments in fixed capital of Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
14	Sagidolla A.	E-22-2	Belgibayeva K.K.	Development of small and medium-sized enterprises in Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
15	Balgynbayeva A.	M-24-2	Sugir D.S.	The impact of digital marketing on the economic development of Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
16	Amantayev A.	US-GMU-25-2	Sugir D.S.	Socio-economic factors of civilization development	Proceedings of ISPC Turan-Astana, No. 3, 2025
17	Kazbekkyzy A.	M-24-2	Sugir D.S.	Inflation dynamics and its impact on real incomes of the population of Kazakhstan	Proceedings of ISPC Turan-Astana, No. 3, 2025
18	Turarov A.	F-24-2	Sugir D.S.	Dependence of Kazakhstan on the	Proceedings of ISPC

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				raw materials industry	Turan-Astana, No. 3, 2025
19	Korabayeva A.	---	---	At the intersection of ethics and economy: the evolution of green sukuk and bonds	Proceedings of ISPC Turan-Astana, No. 3, 2025
20	Kassymova A.	F-22-1	Sarsenbayeva K.A.	The role of income and expense analysis in shaping the effectiveness of financial management	Proceedings of ISPC Turan-Astana, No. 3, 2025