



## **PROVISION**

**Publication of articles in the journal Bulletin «Kyzylorda University named after Korkyt Ata. Series Economic Sciences»**

**Kyzylorda, 2023**

### **Information about the document**

1. Developed by the Editorial and Publishing Division.
2. Approved and activated by the Chairman of the Board-Rector of Korkyt Ata Kyzylorda University from « October 30 2023 by order 430-9

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## **Definitions and Abbreviations**

This Regulation uses the following abbreviation:

Korkyt Ata Kyzylorda University - Kyzylorda University named after Korkyt Ata.

MRNTI - international rubricator of scientific and technical information

GRNTI - Code of State Categories Scientific and Technical Information

DOI - Digital Object Identifier.

### **1. General provision**

This provision on the publication of articles in the journal Bulletin of the Korkyt Ata Kyzylorda University. The Economic Sciences series defines the rules for preparing articles for publication in the journal «Bulletin of the Korkyt Ata Kyzylorda University. Economic Sciences Series» registered with the Information Committee of the Ministry of Information and Public Development of the Republic of Kazakhstan. Certificate of re-registration of periodicals, news agencies and online publications

№ KZ37VPY00066487 dated 03/16/2023.

Developed in accordance with:

- requirements for scientific publications to include them in the list of publications recommended for publication of the results of scientific activity, approved by Order No. 20 of January 12, 2016. (Footnote. Paragraph 2 - as amended by the Order of the Minister of Education and Science of the Republic of Kazakhstan dated 30.04.2020 No. 170 (effective from 01.01.2021); as amended by the order of the Acting Minister of Science and Higher Education of the Republic of Kazakhstan dated 09.01.2023 No. 7 (effective ten calendar days after the date of its first official publication)).

### **2. Editorial politics and direction of the journal**

The journal Bulletin «Kyzylorda University named after Korkyt Ata. Series Economic Sciences» is published 4 times a year and contains information about scientific works of national and foreign scientists and materials of scientific conferences, scientific and methodical articles, scientific creativity of youth, information about the university life.

Tasks of the Editorial politics of the journal Bulletin «Kyzylorda University named after Korkyt Ata. Series Economic Sciences»:

to contribute to the improvement of the quality of scientific research, the identification of scientific potential for the introduction of advanced scientific achievements;

enable scientists and young researchers to publish their research results;

to draw attention to the most relevant perspective and interesting areas:

focusing on the most relevant perspective and interesting areas of the technical

sciences and technologies:

ensure interaction and involve leading domestic and foreign scientists in publications, establish an exchange of views between researchers.

relationships of all parties (editors, authors, reviewers) are based on compliance with the requirements to the ethics of publications.

the authors are responsible for the factual material in the articles

Materials that have received a negative review and rejected by the journal are not published and returned to the authors. The editorial office does not store rejected materials.

### **3. Ethics requirements for publication in the journal**

All parties involved in the process of preparing materials for publication in the journal - authors, expert commission, reviewers, editorial board members - should follow the following requirements for publication ethics.

The editorial Board of the journal takes into account the best practices of reputable international journals when analyzing articles. In order to ensure the high quality of scientific publications, the editorial board is working to prevent the use of plagiarism in the publication of articles, the use of incorrect data, the provision of unsubstantiated information, etc. The editorial board, as well as persons involved in publishing work, must comply with the rules and standards of ethics adopted by the international community and take all necessary measures to prevent such actions. The editorial board will never support illegal actions (plagiarism, manipulation, distortion) and will make every effort to prevent such actions.

The Editor-in-Chief may consult with members of the editorial board and reviewers when making a decision, who shall be guided by the following rules:

- do not disclose information about the submitted manuscript to anyone except the author, reviewers, potential reviewers, other editorial consultants and, if necessary, the publisher.

- do not discriminate in the evaluation of the authors' submissions;
- not to disclose without necessity information about the materials accepted from authors, except authors, reviewers;

- take reasonable measures to identify and prevent the publication of articles in which the research has been improperly conducted, discourage such violations or knowingly permit such violations;

- consider facts or allegations of improper research behaviour;
- be prepared to publish corrections, clarifications, rebuttals and apologies where necessary.

In the publishing process authors are guided by the following rules:

- to work in full compliance with current legal requirements regarding libel, copyright, legality and plagiarism;

- to provide reliable results of the work done on the original study and an objective discussion of its significance.

- contain enough content to ensure a review of the work.

- submitting the manuscript simultaneously to another edition is considered immoral and improper. The author must not submit to the magazine an article previously published in other publications;

- guarantee the complete originality of the presented material. If other authors' works or statements are used, relevant bibliographic references or excerpts are provided;

- do not allow plagiarism in any forms. The article should have at least 80% uniqueness of the text for publication.

- the second time the article gets the necessary indicator, the article is sent to the editorial board for consideration. An article that does not meet the relevant requirements, the originality of which is twice checked, is not accepted for publication

- The article is not considered a plagiarism provided the author(s) refer to their own research work and the level of quotation of their scientific work does not exceed 20%.

- to follow the rules of autocitation (self-citation), namely, if the elements of the material were previously published in another article, including in the journal

«Kyzylorda University named after Korkyt Ata. Series Economic Sciences», the author must refer to the earlier work. Authors are advised to follow a self-citation rate of 0-10%.

- the number of authors of the article should not exceed five people;

- to disclose in their works information about funding, as well as the presence of interests of third parties, which may be perceived as having influenced the results or interpretation of their manuscript.

- informing the responsible editors in the scientific directions of the journal about a material error or inaccuracy in the work and providing constant contact with the editors of the journal to delete or correct the article.

- articles by members of the editorial board no more than 2 (two) article in one issue;

- the number of articles by one author in the issue of the journal should not exceed 2 (two) articles written separately and/or jointly.

#### **4. Expert opinion and review of scientific articles submitted to the editorial office**

Expert opinion and review of manuscripts of scientific articles for publication of journal Bulletin «Kyzylorda University named after Korkyt Ata. Series "Economic Sciences» are carried out in order to maintain a high scientific and theoretical level of publication and selection of the most valuable and relevant (perspective) scientific works.

The Expert Commission may reject the materials and require the author(s) to bring them in accordance with the requirements of the scientific articles. In order to ensure the quality of published materials and respect for copyright, all received materials are checked for borrowing. The verification of the program is carried out by

the responsible employee of the university - «root administrator of the system», and only then are sent for review.

The authors, who send their articles for publication in the journal «Kyzylorda University named after Korkyt Ata. Series Economic Sciences», express their consent to the publication of the article, to the placement of metadata of the article (full names of authors and places of their affiliation, annotations, keywords, bibliographic list) in public access to the journal's website on the Internet, to transmit the text of the article (including links, bibliographic information, etc.) to persons and organizations to whom the information is obligatory, or to others in order to allow citation of the publication and to increase the index of citation of authors and journal, and confirm that the submitted articles were not published in other journals or submitted for publication in other journals.

The editorial office keeps a record of the passing of manuscripts procedure of expert evaluation and review. The author(s) of the article sends the material to the consideration of the expert commission established by the order of the Chairman of the Board-Rector of Korkyt Ata Kyzylorda University. In turn, the expert commission checks the article for compliance with the rules of registration.

Expert opinion (to scientists whose scientific orientation corresponds to the content of the article) is given by any scientist in the approved expert commission. The expert opinion is a protocol (Annex 1) and an opinion of a member of the expert commission, written and signed in an arbitrary form and certified by the scientific secretary of the university (Annex 2).

After receiving the expert opinion, the author uploads (according to the instructions) through the site of the journal [vestnik.korkyt.kz](http://vestnik.korkyt.kz) scientific article, written in three languages information about the authors, annotations, expert opinion of the article. The expert commission determines the compliance of the article on the profile of the journal, the requirements to the design. The editorial board under the supervision of the chief editor checks the compliance to the scientific direction of the article submitted to the editorial office, and a decision is made on the acceptance or rejection of the article. The Executive Secretary checks the accepted articles in the anti-plagiarism program, after checking their compliance with the requirements specified in the technical design according to the instructions for the authors. (The Anti-Plagiarism verification requirement is fully set out in the Rules for Using the Anti-Plagiarism System.) An article whose authenticity exceeds 80% is sent for review. The originality of the text must be at least 80%, otherwise the article is not recognized as unique and is not subject to publication in the publication.

The review procedure is carried out through the online submission and review system of articles, through «blind review» by a separate electronic site.

Reviewers are guided by the following rules:

- to work in full compliance with the editorial politics of the journal, taking into account the actual legal requirements regarding libel, copyright, legality and plagiarism;
- not to use unpublished materials obtained from submitted manuscripts for examination in personal research without written consent of the author;

- comply with review deadlines agreed with the responsible editors;
  - notify the responsible editors and exclude yourself from the review process, feeling incompetent to review the research presented in the manuscript, or believing that a speedy review of the manuscript will be impossible.
  - to consider any material received for review as a confidential document, not to disclose its contents and not to discuss with any persons other than responsible editors;
  - to give an objective assessment of the materials submitted for review.
- Reviewers should express their opinion clearly and reasoned.
- to draw the attention of the editors-in-chief of the series to any significant similarities or coincidences between the manuscript in question and any other published work.

The review procedure includes the following steps:

1. The article is sent for review to the Doctor of Sciences, the Candidate of Sciences or PhD, whose scientific specialization is most close to the subject of the scientific article.
2. The review period may vary depending on the specific situation, but not more than 4 working weeks.
3. The reviewer cannot be the author or co-author of the peer-reviewed work, as well as the scientific supervisors of the candidate academic degree, PhD degree and employees of the department in which the author works. Reviews are discussed by the editorial board and serve as a basis for acceptance or rejection of manuscripts.
4. The review should objectively assess the scientific article and contain a comprehensive analysis of its scientific and methodical advantages and disadvantages. The review is based on the standard proposed revision (Annex 3, table on the site).

In the review should be briefly evaluated:

- general scientific level of work;
- the title and its correspondence to the content of the article;
- relevance of the topic;
- scientific novelty,
- the practical significance of the presented conclusions;
- work structure;
- debating and/or incorrect provisions;
- what exactly are the advantages or disadvantages of the article, what corrections and additions should be made by the author;

as well as the opinion of the reviewer about the possibility or impossibility of publishing the manuscript.

Copies of the content of the review shall be communicated to the author(s) within a week after the editorial office received the expert opinion.

The article sent to the author for revision must be returned in the corrected form within 10 days with the corrections marked in the article.

The editorial board reserves the right to reject the articles in case of inability or unwillingness of the author to take into account the wishes of the editorial board.



The originals of the reviews are kept in the editorial office of the journal «Kyzylorda University named after Korkyt Ata. Series Economic Sciences», for three years. Including to be made available to competent authorities upon request.

## **5. Manual for authors of manuscripts**

Ready scientific work for publication in the journal Bulletin «Kyzylorda University named after Korkyt Ata. Series Economic Sciences» can be submitted by the author (authors) through the system of online submission of articles on the site [vestnik.korkyt.kz](http://vestnik.korkyt.kz), using special instructions. The article should be written in Word format in Windows 10 in Times New Roman font (an article not written in accordance with this requirement will not be accepted automatically). Language of publications Kazakh, Russian, English.

Presenting the text of the work for publication in the journal, the author guarantees the correctness of all information about himself, the absence of plagiarism and other forms of wrongful borrowing in manuscripts, the proper design of all borrowings of the text, tables, schemes, illustrations.

The article has to be written in accordance with the principles of autonomy, internal unity, scientific innovation, coherence, practical value and respect for the principles of academic honesty;

it is not allowed to use text of other authors with synonymous replacement (plagiarism) translated from another language; use and (or) ownership of text, ideas, hypotheses, conclusions, methods, results of research, tables, codes, images and works without reference to other authors and the source of use of the text as well as words and opinions without changing including the use of the text;

refer to sources that do not exist, do not provide contradictory data and/or the results, records or notification thereof;

The citation list in the article should contain only peer-reviewed literature sources, information sources that assign the DOI index according to the article structure. Theoretical scientific articles should include research findings using methods such as abstraction, synthesis, analysis, induction, inference, formalisation, idealisation, modelling. Logical legislative and regulatory frameworks should prevail.

Although empirical scholarly writings use a number of theoretical methods, they should rely more on measurement methods, observations, experiments, etc.

Furthermore, the article should include new scientific conclusions, dispositions, recommendations and conclusions.

In addition, the article should include new scientific findings, provisions, recommendations and conclusions. The aggregate should consist of new, scientifically based theoretical or experimental results identified as new scientific developments or scientifically based technical, technological, economic and managerial decisions, which contribute to the national economy of the country.

All sections and provisions of the article should have a logical link; scientific provisions, results and recommendations should be consistent with the purpose and objectives of the article.

## Structure and design of the article:

1. The size of the article ranges from 6 to 12 pages (without a list of references and an annotation).

1. Description of the scheme of the article (page - A 4, book orientation, indents are calculated with respect to the left top and bottom sides page margins-2.5 m, with right - 2.0 m, Standard font : type - Times New Roman, size (font) - 12):

- the MRNTI index is the first line at the top left (<http://grnti.ru>).
- DOI index (provided by the editorial office);
- Title of article – with capital letters, alignment on the center in bold, size (font) 12.

Initials and last name of author(s) - alignment on the center in bold, size (font) - 11.

- The full name of the organization, city, country (if the authors work in different organizations, it is necessary to put the same number near the name of the author and the relevant organization, e-mail address and orchid number of the authors,) - alignment on the center, italic, size (font) - 11.

- **Annotation** in the original language (150-300 words; retaining the structure of the article) size (font) - 11.

- **Key words** (in Kazakh, Russian, English from 3 to 8 words/phrases) size (font) - 11.

- **Main text** (12 font, line spacing - 1, indentation of red line#- 1.25 cm)

- Structure:

3) **Introduction:** rationale for the selection of the topic; relevance of the topic or problem; definition of the object, subject, objectives, tasks, methods, approaches, hypotheses and meanings of the work.

4) **Research materials and methods:** should consist of a description of the materials and the progress of work, as well as a full description of the methods used. This section describes how the problem was examined: detailed information without repeating previously published established procedures; uses hardware (software) identification and material description, with mandatory novelty in the use of materials and methods. Tables, figures must be placed after mention.

Each illustration should be accompanied by an inscription (size (size) – 11). Drawings should be clear, clean, not scanned. Names of figures and tables, bold 11 font. The indicators of the table are made out in font 11. The article numbers only those formulas that are referenced in the text. All abbreviations and abbreviations, with the exception of well-known ones, must be deciphered at the first mention in the text. The article numbers only those formulas that are referenced in the text. In the text, links are displayed in square brackets. Links should be strictly numbered in the text. The first reference to the literature in the text should contain the number [1], the second - [2], etc. References to unpublished works are not allowed. Links to non-censored publications are not desirable.

5) **Results/discussion:** analysis and discussion of the findings of the study.

6) **Conclusion/conclusions:** generalization and summing up of the work at this stage; confirmation of the truth of the statement put forward by the author.

Conclusions should be used to summarize the results of research in a particular scientific field, with a description of proposals or opportunities for further work. Information about financial support for the work should be indicated at the end of the article.

7) the list of references (size (size) – 11, the number of used literature is not less than 15). 1) in alphabetical order in the language of the article without numbering; 2) Latin transliteration <https://translit.ru/> within the framework of which an English translation is provided in vertical brackets, the citation list in the article must contain literary sources corresponding to the scientific direction of the article, as well as literature with the DOI index (or URL)

The style of the list of references in Russian and Kazakh in accordance with the requirements according to GOST P 7.0.100 – 2018 «Bibliographic record. Bibliographic description. General requirements and rules of compilation».

8) information about the authors: (must contain the full name of the author(s), full name of the organization, city, country, contact details: phone, email, Orcid ID) in 3 languages. If the author does not have an Orcid ID, you need to register with the Orcid ID at the link: <https://orcid.org/>.

9) The articles submitted to the editorial office, if they meet the requirements, will be carried out in accordance with the anti-plagiarism procedures. The article, the originality of which exceeds 80%, is sent for consideration to the editorial office. And an article below 80% is sent to the author for addition (The cost of the first check of the article for originality in the anti-plagiarism program is 1500 tenge, if the same article is checked again – 1000 tenge). After a positive review by the reviewers, the article is accepted for publication in the journal and a payment notification is sent to the author. The author is obliged to send a payment receipt to the editorial office by e-mail (khabarshy@korkyt.kz ).

**Cost of the article:** The cost of one article in the journal Bulletin «Kyzylorda University named after Korkyt Ata. Series Economic Sciences» is 5000 tenge.

*The editorial board of the journal provides 3 days for each author to review their articles before publishing the latest version of the PDF version on the website of the University «Kyzylorda University named after Korkyt Ata. Series Economic Sciences» <https://vestnik.korkyt.kz> and on the Crossref website <https://apps.crossref.org/webDeposit/> The final version of the journal will be published on the website after accepting the authors' reviews, responses, etc. The authors' notifications are not accepted and the editorial board is not responsible for subsequent identified errors.*

### **Payment details**

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Head of the Editorial  
and Publishing Department


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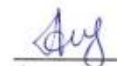
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**PROTOCOL №** \_\_\_\_\_  
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 expert commission meetings Korkyt Ata Kyzylorda University

**Present:**

Commission Chairman

\_\_\_\_\_  
 (scientific degree, full name)

Commission members

\_\_\_\_\_  
 (scientific degree, full name)

Commission Secretary

\_\_\_\_\_  
 (scientific degree, full name)

We listened to the report of the expert \_\_\_\_\_ (academic degree, full name) about the article \_\_\_\_\_ (academic degree, full name of the author(s)) “ \_\_\_\_\_ ” (name of the article), submitted for publication in the journal Bulletin "Kyzylorda University named after Korkyt Ata. Series "Economic Sciences".

Questions, comments, objections, suggestions of experts: the material corresponds to the profile of the journal, the requirements for the design of manuscripts. This article does not contain information provided for in Article 12 of Chapter 3 of the current Law of the Republic of Kazakhstan "On State Secrets". The decision was made: the expert commission considers it possible to publish the article " \_\_\_\_\_ " (name of the article) \_\_\_\_\_ (academic degree, full name of the author(s)) in the open press.

Commission Chairman  
 (scientific degree, full name)

(signature)

Commission member  
 (scientific degree, full name)

(signature)

Commission member  
 (scientific degree, full name)

(signature)

Authors) \_\_\_\_\_  
(surname and initials of the author(s))

\_\_\_\_\_  
(article title)

to the article written on the subject  
**EXPERT OPINION**

The expert commission, having considered the article “\_\_\_\_\_”  
The article should contain brief information about the content, scientific novelty,  
research materials and methods, research results and analysis indicators.

**Reviewer:**

signature:

Secretary:

**reviewing the article submitted to the journal Bulletin «Kyzylorda University  
named after Korkyt Ata. Series Economic Sciences»**

**REVIEW**

Article title:	
Reviewer: Full name, academic degree and title, position	
Date:	

**Content evaluation**

*Study object*

	Formulated clearly and accurately
	Should be defined more clearly
	Not clear, should be reformulated
Reviewer's comment:	

*Theoretical foundations and explanations*

	The author expresses an original point of view
	There are enough links to previous studies
	Lack of links to other studies
	The theoretical background is missing or unclear
Reviewer's comment:	

*Information and data provided*

	New, original
	Expand and supplement already known information
	Repeat already known information
	Obscure
Reviewer's comment:	

*Research method*

	Well grounded and consistent
	Insufficiently substantiated, should be reconsidered
	Method unclear
	Not required for this kind of work
Reviewer's comment:	

*Problem solving and analysis of results*

	Very well grounded
	Reasonable enough

	Poorly grounded, should be revisited
	Not clear and / or too abstract
	Descriptive work
Reviewer's comment:	

### Evaluation form

#### *Name*

	Clear and precise
	Should be revised
Reviewer's comment:	

#### *Language style*

	A great
	Free enough
	Understandable
	Hard to understand
Reviewer's comment:	

#### *Tables, graphs, etc.*

	Acceptable
	Should be revised
	Missing / not required
Reviewer's comment:	

#### *List of used literature*

	Acceptable
	Should be edited
Reviewer's comment:	

#### *Annotation*

	Acceptable
	Should be edited
	Should be revised
Reviewer's comment:	

### Conclusions

	Publish as provided
	Accept with minor changes
	Accept with significant changes
	Reject as it stands, but with the possibility of re-filing
	Reject without the possibility of re-filing
Reviewer's comment:	



## THE GLOBAL MARKET FOR EDUCATIONAL SERVICES: TRENDS AND OPPORTUNITIES FOR KAZAKHSTAN

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**Annotation.** The development of the educational system in any country is a key factor in its socio-economic progress. Kazakhstan, a country with rich natural resources and great potential, is aware of the importance of investments in education as the main direction for long-term development. The basis for achieving this goal is investing in education and science.

**Keywords.** global market, educational services, internationalization, learning, sustainable education, education export.

**Introduction.** The global market for educational services is experiencing a substantial transformation, driven by factors such as technological advancement, changing market needs, increased mobility, and a focus on sustainable education [1]. As a key component of the global services sector, educational services hold significant implications for socio-economic development across nations, facilitating not only human capital development but also cultural exchange, global integration, and revenue generation [2].

### Main text

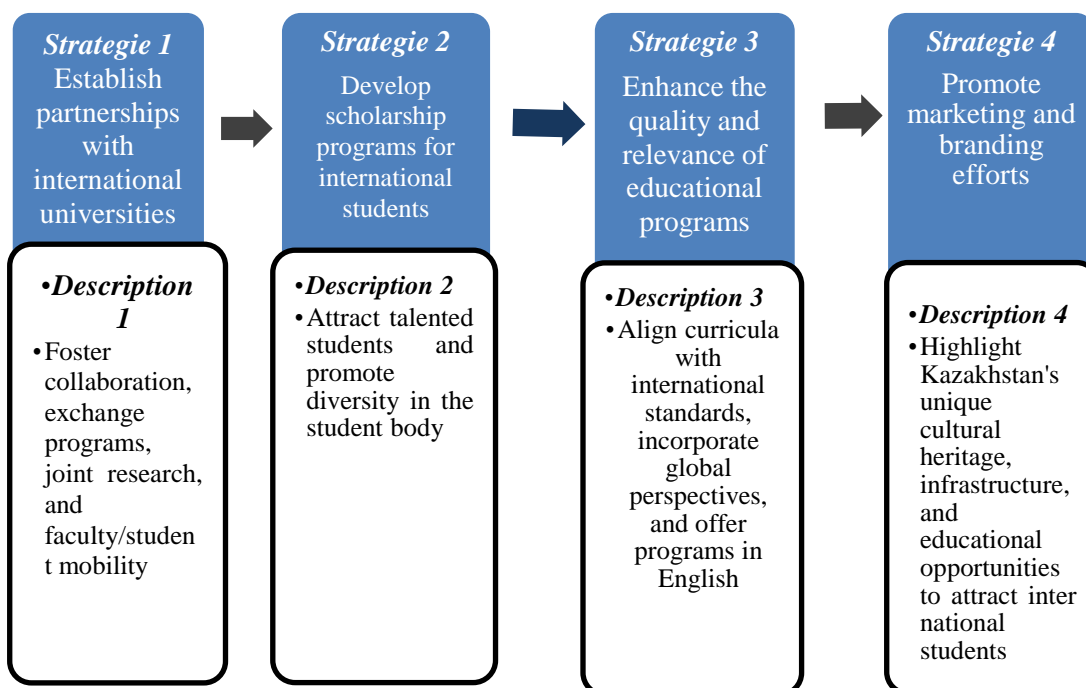
### Research materials and methodology.

### Research results and their discussion.

*The sample of pictures and tables*

**Table 1 – Global trends in education**

Global Trends	Brief Description
Internationalization of Education	Increasing movement of students, staff, and programs across borders.
Shift towards Online/Distance Learning	Expansion of online and digital learning opportunities, accelerated by the COVID-19 pandemic.
Changes in Demand for Specific Skills	Growing emphasis on skills such as critical thinking, creativity, technological literacy, and social skills.
Sustainability in Education	Focus on education that promotes sustainable development and addresses global challenges.
Note: compiled by the authors based on the source [12,13]	



**Figure 1 – Potential Strategies for Internationalization of Kazakh Education**

Note: compiled by the authors

## Conclusion.

## References:

- [1] **Darla, K.D.**, Hans de Wit & John D. Heyl. Bridges to the Future: The Global Landscape of International Higher Education – [The SAGE Handbook of International Higher Education](#). Chapter 24, January, 2019.
- [2] **Mazzarol, T.**, & Soutar, G.N.. Push-Pull Factors Influencing International Student Destination Choice. *International Journal of Educational Management*, 2019, 16, 82-90.
- [3] **ICEF Monitor - Market intelligence for international student.** // <https://monitor.icef.com>
- [4] **OECD Economic Outlook, December 2020** // <https://www.oecd.org/economic-outlook/december-2020>
- [5] Strategy "Kazakhstan-2050" - <https://primeminister.kz/ru/gosprogrammy/strategiya-kazahstan-2050>
- [6] General Agreement on Tariffs and Trade, paragraph 2, Article 1. – WTO [Электронный ресурс].—URL:[https://www.wto.org/english/docs\\_e/legal\\_e/26-gats\\_01\\_e.htm#ArticleI](https://www.wto.org/english/docs_e/legal_e/26-gats_01_e.htm#ArticleI)(дата обращения: 21.11.2022).
- [7] **Bennel, P.** & Pearce, T. The internationalization of higher education: exporting education to developing and transitional economies – *International Journal of Educational Development*. — March, 2003. — Vol. 23. — Pp. 215–232.

## Information about the authors