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*Eurasian Journal of Social Sciences and Humanities* is a peer-reviewed academic journal covering all branches of social and humanitarian areas: historical; philological; philosophical, social, psychological, educational and legal sciences.

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### Teaching «International Logistics» in Kazakhstan

**Abstract.** The main idea of this article is about teaching of «International Logistics» subject in Kazakhstan. Kazakhstan is the largest country with no outlet to the sea. Therefore, it is necessary to implement the transport, logistics, and transit potential in our country. Realization of transit potential is one of the priorities of the economic policy of Kazakhstan. Government programs are aimed at developing effective ways of using the country's transit potential: Strategic Development Plan of the Republic of Kazakhstan until 2020, the State program for the development and integration of the infrastructure of the transport system of the Republic of Kazakhstan until 2020, Transport Strategy of Kazakhstan until 2020, and others. Logistics is a part of the economic science, the subject of which is to organize the rational process of promoting products and services from producers to consumers, the functioning of the circulation of products, goods, services, inventory management, creation of goods movement infrastructure. Therefore, sociable people, with systemic analytical thinking, fluent in foreign languages, with leadership qualities and a talent for organization, disciplined and motivated, should choose the profession of logistician. It is not easy to obtain high level education of logistician in Kazakhstan now, because there is a lack of the faculties and universities that train such professionals. Geography is a major discipline on admission to the bachelor's degree on a specialty «Logistics», as these professionals are economists in the broadest sense, logisticians are in the narrow sense of specialty.

Education specialty «Logistics» is available in the following universities of Kazakhstan: Al-Farabi Kazakh National University, K.Satpaev KazNTU, M. Tynyshbaev KazATC, Almaty Management University, Karaganda Economic University, Kazakhstan – German University, and others. You can receive education in «Logistics» at both undergraduate and master's level in some high schools of Kazakhstan. But it is no possibility to get an education in the specialty «International Logistics» in Kazakhstan. In my view, it would be appropriate to open the specialization of «International Logistics» at the «World Economy» and the specialty «Logistics» in the above universities of Kazakhstan. Kazakhstan and other Central Asian countries are experiencing a significant backlog, both in quantity and in the training of specialists in logistics in comparison with the developed countries. It is necessary both government support and financial sponsorship of major national and private companies for the development of the specialty «Logistics» and «International Logistics»; it is advisable to increase the number of grants to students with subsequent employment, creation of favorable conditions for students and teachers of this specialty. All of this will be a powerful stimulus for the development of transport and logistics and transit potential of our country and its integration into the global transportation system.

**Key words:** logistics, international logistics, education, specialty, development, students, discipline

#### Introduction

Logistics is a system of organizing the transportation of cargoes (goods, raw materials) from producer to consumer. Its main purpose is to coordinate all stages of cargo transportation. Meanwhile, the development of the transport network, resulting in enhancement of trade relations between the states of the world, as well as the progressive globalization, bring to the forefront such direction in logistics as an international one. Logistics becomes international one when the supply chain crosses national borders.

International Logistics is a special area of theoretical and practical knowledge, professional techniques, business skills related to the organization and technology of management of all assortment types of flows, the transformation processes serving the international exchange of tangible and intangible assets and capital assets, economic resources, including financial, human, intellectual ones, as well as information and service. The main feature of the international logistics is that the producer and consumer are situated in various states. In this regard, international delivery includes overcoming national borders.



Transit is a significant source of income and plays an important role in the economic development of the country in a number of countries in the world, such as Austria, the Netherlands, Singapore and others. Kazakhstan has a favorable geographical position at the crossroads of two continents – Europe and Asia, it is a valuable strategic resource that can enable the country to fully realize its transit potential, ensure the efficient integration into the world economic system, and thereby raise the country's economy to a new level.

### Methods

Monitoring forms and methods of obtaining higher education, the ability to innovate in the massive experience means, their relative flexibility and repeatability in the learning process of different universities, prospects of formation the personality of innovative type in the university, focused on modern ideas, values and principles.

### Main body

Perspective directions of the transit potential of Kazakhstan are through Russia to the EU; to China, Japan, and South-East Asia; through the countries of Central Asia and the Caucasus to Iran and Turkey. There are transport corridors in each of these areas, both on land and on the waterways. Also new transportation routes are being developed. It is necessary to prepare professional personnel, specialists in logistics and international logistics to develop and implement transport and logistics and transit potential of the country. Specialty «Logistics» originated in the United States and Western Europe in response to the increased number of trade, money and information flows – everything that is connected with the production and sale of products and is in motion. This explains the growing popularity of the profession of logistician. We can confidently call the scope of logistics services the most quickly and effectively developing, relevant and useful one. In recent years, the logistics flows have strongly increased, this is due to the growth of trade both within the country and abroad.

In order to send goods from one country to another, you need to «calculate» the best form of transport (depending on the characteristics and parameters of the cargo), take into account the rules, laws and traditions of different countries, to make the most advantageous path to follow, from an economic point of view. As a result there is an entire supply chain that can be well made only by real professionals – logisticians [1]. Experts who monitor all streams or «supply chain» (supply chain) –

from the analysis of inventory and order goods to the transport and delivery to the end user, are called supply chain managers and are the most highly paid and in demand logisticians.

«International Logistics» specialty in foreign universities has been developed taking into account the current situation on the labor market and creates great career prospects.

Examples of employment are:

- in consulting firms;
- at industrial enterprises and trading companies;
- in the foreign trade organizations;
- in the marketing departments of stock exchanges, banks, investment and financial companies;
- in the authorities (in the departments in charge of business development in the department of trade and so on).

Graduates acquire skills in logistics and international transport by sea, air, road and rail; they are in demand in different countries. [2]

The professional logistician:

- knows the basics of logistics, warehousing, production, transportation and marketing, and sees a connection between these processes,
- is able to rationally organize the movement of goods and services from producers to consumers at minimal cost,
- is able to carry out research in the field of transport services market,
- is able to perform logistical administration, manage supply and transportation, cargo handling and warehousing,
- is able to place orders, manage inventory and product flows, foreign trade operations [3].

Everyday logistician works with different people, material resources and values (raw materials, products, production resources, transport), information, documents. In the ranking, compiled by the World Bank based on an index of logistics (Logistics Performance Index – LPI), on the level of development of logistics Germany ranked first out of 155 countries in the world. Logistics is the third branch of the German economy with turnover of 200 billion Euros. The average salary in the field of logistics in Germany, as reported by the Federal Statistical Office of Germany, is 2716 Euros per month. It is not surprisingly, the logistics is quite a popular specialty, but forwarding companies complain about the shortage of highly qualified personnel.

Good logistics education can also be obtained at universities of USA, Canada, UK, France, Korea, Japan and other developed countries.



The mechanism of the efficient management of the logistics of supply chain at the international level is realized, first of all, in the rational organization of the logistics processes of transformation.

The main objectives of the international logistics are:

- to provide a variety of cargo transportation of goods from one state to another;
- to optimize the time and cost of delivery of goods from producer to consumer.

Logistics companies need to solve a lot of problems, such as the choice of the forwarding company, organization of customs clearance and storage of goods in the warehouse, optimal route planning and each stage of delivery, as well as the optimization of its timing, so that to achieve these objectives. All these problems are related to minimizing the delivery time, and reduce costs for the carriage of goods from one country to another. The main elements of international logistics are companies providing transportation, as well as warehouses and order picking systems. Modern international logistics is a concept of cargo management between states. There is the Internet in arsenal, which significantly improves the efficiency of cargo flows.

All of the modern international logistics companies in our country rapidly develop its services in an effort to reduce the time and costs at all stages of the path of cargo to the client. Today, the main trend of international logistics is the so-called «e-logistics» which includes the possibility of online transactions via the web. [3]

Development of the international dimension, formulation of logistical problems and the efficiency of their solution depend on the trends in the world market. Manufacturers shorten product life cycles and the growth of consumer demand, as well as more and more orientate towards their needs, there is a so-called individualization of the product. Therefore, the leading trend is the creation of the logistics supply chains, which can help reduce the financial and time costs of shipping goods from producer to consumer.

There is growing use of international logistics by companies, and logistics approach, focusing on the choice of optimal logistics costs added to the traditional (pre-logistical) approach, based on a lower cost with increasing competition in today's international business. Indeed, seeking to minimize the cost of any part of the supply chain you can obtain the opposite result due to a significant increase in the cost of another site (for example, an increase in delivery time can give a reduction in the cost of foreign trade transportation, but cause a reduction

in the time of capital turnover). The company has to offer a product of either high quality or special consumer properties or extensive after-sales service, meeting the needs of the buyer, in pre-logistical option for competitive advantage.

In the case of using logistics in international business company will gain a competitive advantage by offering a product that meets the needs of the customer, with optimal levels of quality, optimal application properties and optimal level of after-sales service. Financial barriers in international logistics consist of financial barriers in the internal – national markets of countries and at the international level. There are certain rates of inflation, impacting on prices of goods and services, local wages, national characteristics of both suppliers and consumers of goods and services, legislative obstacles, seasonality of business activity in national markets. You can highlight features of foreign economic policy, in particular customs clearance at border crossings, exchange rate fluctuations at the international level. There will be the general difficulties in forecasting the volume of orders, the methods of processing and determining the timing of the delivery, financial risk assessment and inventory levels (both in transit and stored in warehouses), as well as the specific features of the involved in international logistics system, banks, insurance companies, carriers and others at the international and national levels. All these obstacles are directly or indirectly forming financial barriers which international logistics overcome.

Over the past 25 years there have been changes in the transport legislation of a number of countries (especially the US and the EU), which have a beneficial effect on the development of transport services in logistics. So, there was a wide range of legislative, administrative and legal acts aimed at reducing the public sector in transport, removal of transport barriers, coordination of the various modes of transport, improvement transport service, reduction of prices and tariffs. These measures have contributed to the development of free competition and ultimately served as an important impetus to the development of integrated logistics, creation of international transport and logistics systems. A consequence of changes in market regulation has become the practice of concluding contracts for the transport and forwarding services; vesting haul carriers the right to take independent steps on tariffs and services; provision of services of intermodal transportation on a single tariff (through freight rate) and a single transport document (bill of lading intermodal transport). Intermodal transport is currently the fastest growing industry in the field of international



logistics, combining the advantages of two or more modes of transport. The operator of intermodal logistics service to the sender service, ensuring delivery without significant interruption, despite the large number of subsidiary operations, connected with the process of transportation. [4]

Problems of international logistics are:

- work with a much higher volume of orders than in the supply on the domestic market (it helps to reduce logistics costs, an example – discounts on transport tariffs for the value of the party);
- a variety of international markets that makes the variability of delivery of goods and the need to communicate with a large number of intermediaries;
- the scale of activities is associated with certain difficulties for businesses that do not have the necessary experience in the international markets;
- the emergence of new logistics intermediaries in the delivery of goods (freight brokers, customs brokers);
- the impossibility of direct communication with customers of the company's products because of the distance between them and the multitude of intermediaries;
- trading terms, the basis of delivery, payment terms – all unusual for the company for the first time entering the international trade;
- international transport documents and documentary procedures are more sophisticated and varied than domestic counterparts;
- they often has to overcome the borders of many countries and, therefore, to use different information systems in the organization of information exchange between the participants of the logistics supply chain.

The company should have a good understanding of the complexity and diversity of operations, with which they have to face to solve the above problems successfully.

Today Kazakhstan, due to its geographical position, has got certain features and benefits of logistics. Five international transit routes and several major pipelines pass through the territory.

Additional opportunity for the development of logistics services market in Kazakhstan is the creation of the Customs Union (CU), in which intra-Community borders are officially open, and the land border with China is now more accessible to Europe. [5]

Currently, the state of the transport and logistics industry in the country cannot be called brilliant. In 2010 Kazakhstan took 62th place in the index of efficiency of logistics systems of the World Bank LPI.

Forecast 2020 is 40th place. LPI is the index of the World Bank, considering the ease of the supply of goods and the condition of trade logistics at the national and trade level. The indicator measures the efficiency of deliveries in international trade.

Lack in Kazakhstan of transport and logistics infrastructure, well-functioning system of forwarding service, based on internationally accepted practice of terminal technology of the movement of cargo, makes it difficult to trade. And also it reduces the efficiency of the use of the rolling stock of transport, in general, has a negative impact on the development of the whole economic complex, not allowing the full use of its potential.

The Cominfo Logistics Solutions (Russia) company and the KIA Center estimates contemporary potential of the market of logistics services in Kazakhstan about 10-11 billion dollars USA. Building a modern transport and logistics infrastructure will enable integration of Kazakhstan into the international global transport and logistics system «Western China – Western Europe». This can be achieved by using a multi-modal container service, ensuring the formation and transport of transit traffic. [6]

Improvement of the national logistics system is one of the priorities of Kazakhstan development, as Logistics now affects the competitiveness of the state as a whole. And further, of course, its role will increase. It is known that Kazakhstan is a country with a rather sophisticated logistics system. Long distances often do not allow entrepreneurs to develop their business in different regions of the country due to high logistical costs. This problem should be solved by logistics companies, reducing costs and increasing the speed of delivery. Developed logistics in all areas is the future of our country. According to experts, the legislation of transport and logistics system has undergone great changes. International relations require constant changes; however, the improvement of the law should be systematic. The effort intended to make Kazakhstan the most convenient for transit of goods to different countries do not give the desired results. While the experts are prepared for the logistics industry in the 47 universities of the country, the education system lags behind the realities of life, and such discipline as «International Logistics» until 2015 – 2016 school year was not in the curriculum. The discipline «International Logistics» is new one to the universities of our country.

The aim of the course «International Logistics» is the study by future specialists of the foundations, rules, principles, methods and tools of international logistics in the scope and aspects of the theory and



practice of development of this direction in the management and organizational and economic activity in our country and abroad. Mastering of discipline «International Logistics» gives students an understanding the logistics management in international business, features of the formation of international logistics systems, transport, information support of international business and development trends in the context of globalization.

Objectives of the discipline are determined by:

- introduction to the historical and socio-economic aspects of the formation, development and dissemination of international logistics and its structural components;

- introduction to the methods of state regulation of foreign trade, international rules and the basic agreements of commercial transportation and non-commercial goods;

- development of methodology of analysis and design of foreign trade operations, logistical organization of foreign trade, the choice of means of transport, transport routes;

- gaining theoretical knowledge and practical skills in the area of formation of logistics infrastructure and communications in the field of foreign trade;

- development of characteristic specifics of foreign trade, legal, customs, insurance, commercial and service providing international transport;

- obtaining professional knowledge and business skills of modern logistics technologies of foreign trade transportation by different modes of transport in the light of the evolution of the economy;

- development of practical skills and comprehensive providing logistic foreign trade operations in the field of logistics on the basis of logistic principles and rules;

- getting the experience in the use of basic tools, techniques, and methods of organization providing logistics services to participants of foreign economic activity;

- obtaining professional knowledge, gaining experience and business skills of modern information technology and applied computer systems, software that can be applied in the implementation of foreign trade operations;

- formation of systems thinking in professional sphere of international logistics of supply chain management;

- development of features and the modern trends of globalization of the world economy in the aspects of international integration and division of labor as an example of transnational corporations

and financial-industrial groups as objects of international logistics;

- creation of knowledge about the importance of international trade and its impact on logistics;

- creation of knowledge about the functions, methods of logistics management of international business;

- gaining knowledge and skills to identify the characteristics of the establishment of global logistics systems, international business, evaluating ways to enter the international market; analysis of the various structures of international organizations.

The forms and methods of obtaining higher education should be directed to the formation the personality of innovative type in the university, focused on modern ideas, values and principles. Our education, according to the researchers, «must be relevant to innovative model of development of Kazakhstan's economy and meet the demands of global competition in the markets of innovation, labor and education. This is a strategic choice of Kazakhstan, in response to the challenges of modern society, determining such requirements. In this regard, university professors actively redirect activities of students from memorization information to the acquisition of experience of independent work of its competent getting and use, the development of the initiative of the individuality. [7]

### Conclusion

Quality training of logisticians of the international level is an important element in ensuring the effective management of logistics of supply chain at the international level. Achieving a high professional level of international logistics graduates will be connected with introduction innovative educational technologies in the educational process. The main mechanism in the formation of the competent approach and person of innovative type, according to most researchers in this field should be the methods of active and interactive learning. The methodology is to develop students' ability to analyze certain cases, to take decisions, to achieve goals.

All existing interactive methods are based on the principles of cooperation, activity of learners, reliance on group experience, obligatory feedback. The technique dramatically changes the role of the teacher in the educational process. The teacher in this approach does not act as the main source of new information, he performs guide organizing function, the helper function. [8]

Interactive learning, his supporters believe, «forms the ability to think outside the box, in their own way to see the problem situation, leaving it;



to justify their position, their values; develops such features as the ability to listen to another point of view, the ability to cooperate, to enter into a partnership dialogue, displaying tolerance and goodwill towards their opponents».

Interactive forms of training, according to researchers, are: problem lectures (the teacher at the beginning and during the presentation of educational material created problem situations and involves students in their analysis), lecture-provocation (lecture with scheduled errors), binary lecture (the work of two teachers, reading a lecture on the same topic and interacting among themselves and with the audience), lecture-visualization (transfer of a teacher information to students accompanied by a display of various patterns, structural logic, supporting lecture notes, diagrams, and so on), the lecture «press conference» («within 2-3 minutes the teacher asks students in writing to ask him the question on announced topic of the lecture. Then the teacher for 3-5 minutes systematizes these issues on their content and begins to lecture, including answers to questions in its contents»), a lecture-dialogue (the content is fed through a series of questions that students must answer directly during the lectures).

Innovative directions of pedagogical activity are due to various factors: the ongoing social and economic reforms, «embedding» of national education in the European and global educational processes, finally, the search for new technologies in the educational process.

In the department, where «International logistics» discipline is taught, it is necessary to implement monitoring and training programs, distance learning, role-playing and simulation games, binary lecture, lecture-provocation, presentations and other communications technologies.

Unconditional positive aspects of application of these technologies are engaging in active learning discipline maximum number of trainees; determines the level of assimilation of the material studied; instills and strengthens communication skills with high information technology, skills which are so essential to modern logistics specialists of high qualification. [9]

It should be borne in mind that the ability to innovate in the massive experience means their relative flexibility and repeatability in the learning process of different universities.

However, the use of these technologies has a number of disadvantages: it reduces the verbal activity of students, which has a negative impact on the quality of training; the use of individual elements of innovation in isolation from other (for example test system) does not fully provide a complete picture of learning.

The use of computer technology in the preparation and carrying out the lessons (electronic textbooks, electronic tutorials) significantly improves the work of the teacher, thus making the process of learning the students educational material fun, accessible, visible.

The main problem of the use of computer technology is lack of material and technical basis in many institutions of higher education, the low level of training of the teaching staff to use in teaching computer technology, unwillingness to rebuild the traditional methods of teaching at the university, and so on.

It is necessary to use interactive teaching methods, combining them with reading the classic lecture material and holding seminars in teaching the course «International Logistics».

Without belittling the need to modernize education and implementation in the educational process of teaching «International Logistics» innovation that can significantly improve the quality of both the learning process and its outcome – a professional graduate, should insist on retaining the traditional basic methods of acquiring knowledge. This classic lectures and seminars, with their traditions of the problem of presentation and discussion character can learn to think, analyze, compare, draw conclusions, to argue and to prove his point. Only with the help of this technique it will be a purposeful process of organization of the students on the mastery of knowledge, skills and competence, the acquisition experience and development of abilities, acquisition experience in the application of knowledge in everyday life and the formation of students' motivation for education throughout life.

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# Eurasian Journal of Social Sciences and Humanities

## Journal of the al-Farabi Kazakh National University

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2015

### Contents

<b>Kazbekov B.K., Stojanović B., Yermekbayeva B., Kazbekova Zh.</b> «Washington Consensus» – Financial Model of Market Reforms in Kazakhstan.....	3
<b>Bokuleva B.S.</b> Indo-Iranian Linguistic Contacts.....	9
<b>Iskakova Z.E., Kokeyeva D.M.</b> History of Islam and Its Influence in Indian Society.....	13
<b>Yem N.B.</b> Examination on the Level of Integration in the Host Society: Korean Diaspora in Vietnam .....	19
<b>Mukanova G.K.</b> Ethnopolitical Themes in Marginal Media of Central Asia.....	29
<b>Mukhtarova K.S., Myltykbayeva A.T.</b> Innovation Potential of Kazakhstan's Regions: Evaluation and Ways for Development.....	33
<b>Tovma N.A.</b> Social Development of Organization: Problems and Prospects of Management.....	37
<b>Ongdash A.O., Ongdashuly E.</b> The Concept «Curse of Natural Resources» and Prospect of Economic Development of the Republic of Kazakhstan....	46
<b>Atsushi Saito</b> Trends and Characteristics of Marriage in Kazakh and Japan Cultures.....	51
<b>Yermekbayeva B., Stojanović B., Kazbekova Zh.</b> State Support of Small and Medium Business: eu Experience and Policy in the Republic of Kazakhstan.....	54
<b>Bekmuhametova A.B.</b> Teaching «International Logistics» in Kazakhstan.....	62
<b>Zhaylau Zh., Abdilda D.</b> International Security and Protection of the Rights of the Child in the African Continent.....	69
Information about the authors.....	73