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TITLE OF THE ARTICLE

The title of the article should correspond to the content, objectives, and results of the research, be precise, informative, concise, and reflect the scientific novelty of the study.

[150-300 words].

The abstract should correspond to the title, content, objectives, and results of the research. It should briefly justify the relevance of the study and reflect its scientific novelty and specific features. The abstract must include the research objective, object of study, methods used, main results, and conclusions. The text should be informative, accurate, and concise, providing a general understanding of the conducted research. References, formulas, and abbreviations should not be included unless necessary.

Key words: 5-7 key words.

**(formatting requirements: Abstract, keywords — Times New Roman, 10 pt, justified alignment, line spacing: single, paragraph indent: 0.8 cm)*

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Заголовок статьи

Заголовок статьи должно соответствовать содержанию, цели и результатам исследования, быть точным, информативным, лаконичным и отражать научную новизну работы.

[150-300 слов].

Аннотация должна соответствовать названию, содержанию, цели и результатам исследования. Необходимо кратко обосновать актуальность работы, отразить ее научную новизну и специфику. В аннотации должны быть представлены цель исследования, объект, методы, основные результаты и выводы. Текст должен быть информативным, точным, лаконичным и позволять получить общее представление о проведенном исследовании. Не следует включать ссылки, формулы или сокращения без необходимости.

Ключевые слова: 5-7 ключевых слов.

**(требования оформления: Аннотация, ключевые слова — Times New Roman, размер шрифта 10 кегль, выравнивание по ширине, межстрочный интервал: одинарный, абзацный отступ: 0,8 см)*

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Мақаланың аты

Мақала тақырыбы зерттеудің мазмұнына, мақсаты мен нәтижелеріне сәйкес келуі, нақты, ақпараттық және қысқа болуы, сондай-ақ жұмыстың ғылыми жаңалығын көрсетуі тиіс.

[150-300 слов].

Аннотация зерттеудің атауына, мазмұнына, мақсаты мен нәтижелеріне сәйкес келуі тиіс. Жұмыстың өзектілігі қысқаша негізделіп, ғылыми жаңалығы мен ерекшелігі көрсетілуі қажет. Аннотацияда зерттеудің мақсаты, нысаны, қолданылған әдістері, негізгі нәтижелері мен қорытындылары қамтылуы тиіс. Мәтін ақпараттық, нақты және қысқа болып, жүргізілген зерттеу туралы жалпы түсінік беруге мүмкіндік жасауы керек. Қажеттілік болмаса, әдебиетке сілтемелерді, формулаларды және қысқартуларды қолдануға жол берілмейді.

Түйін сөздер: 5-7 түйін сөз.

**(требования оформления: Андатпа, түйін сөздер — Times New Roman, қаріп өлшемі 10 кегль, ені бойынша туралау, жоғаралық интервал: бірлік, абзацтық шегініс: 0,8 см)*

The following structure for the article is recommended:

- Introduction;
- Literature review;
- Methodology;
- Results and discussion;
- Conclusion;
- References

**(Formatting requirements: Font — Times New Roman, font size 12, justified alignment, line spacing: single, paragraph indent: 0.8 cm)*

Introduction

The introduction should contain an analysis of the current state of the research problem, a justification of the relevance and necessity of the study, as well as a clearly formulated aim, research problem, hypothesis (if applicable) and research objectives.

Literature Review

This section should contain an analysis of current domestic and international research directly relevant to the topic of the article. The bibliography must be up to date, of sufficient scope, scientifically sound and relevant to the aims of the research. The literature review should be critical in nature, identifying existing scientific approaches, points of debate and research gaps. The literature review should logically lead to the formulation of the research problem, the hypothesis (if applicable), the aim and the research objectives of the study.

It is UNACCEPTABLE to include numerous references unrelated to the work, or inappropriate comments on your own achievements, or references to your previous work.

Methodology

This section should provide a detailed description of the research methodology, including the study design, data collection procedures, criteria for selecting observations, and sample characteristics. The chosen methods, models and analytical tools must be appropriate to the aims and objectives of the study and be scientifically sound. The equipment, software and data sources used should be specified, and their reliability confirmed. The description of the methodology must ensure that the study can be replicated by other researchers.

When using quantitative methods, indicators of statistical significance, confidence intervals, effect sizes and model quality measures must be presented. Authors are advised to carry out tests of the robustness of the results and sensitivity analyses, as well as to use control groups or comparison

mechanisms where the study design so requires. The sample must be representative and sufficient to achieve the study’s objectives, and the application of statistical, econometric and other analytical methods must be correct and well-founded.

Results and Discussion

In this section, the results of the study should be presented in a coherent and logical manner, and in full accordance with the stated aim and research objectives. The data presented should be sufficient to confirm or refute the hypotheses put forward and to justify the conclusions drawn. The analysis of the results should be substantive, free from excessive descriptions and unfounded interpretations, and should not lack sufficient justification for the results obtained.

The discussion should include an interpretation of the results, their scientific and practical significance, and a comparison with the results of previously published studies. Particular attention should be paid to presenting the scientific novelty of the work, including new results, concepts, methods, models, approaches or interpretations obtained in the course of the research.

Manuscript Formatting Requirements

Figures, tables, graphs and diagrams must not exceed 20 per cent of the total manuscript length (up to 30 per cent in justified cases).

Table 1

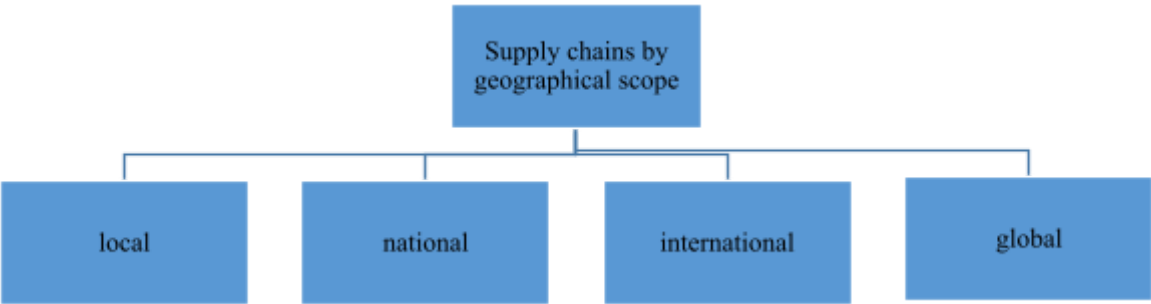
Table title

Economic Indicators	Social Indicators	Environmental Indicators
GDP Growth	Education Level	Air Quality Index
Inflation Rate	Employment Rate	Water Quality
Investment Volume	Population Growth	Carbon Emissions
Export Volume	Healthcare Access	Energy Consumption

Note: Compiled by the author.
**(formatting requirements: text in tables — Times New Roman, font size 9–11, justified)*

Figure 1

Figure caption



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**Images must be of high quality and in JPEG format (300 dpi).*

Equations

Equations and formulae should be typeset using MathType and numbered consecutively using Arabic numerals in round brackets on the right-hand side of the page. They should also be separated from the surrounding text by a single space.

$$\Delta T(r_b, t) = \frac{q}{4\pi\lambda} \int_{r/2\sqrt{at}}^{\infty} \frac{e^{-\beta^2}}{\beta} d\beta \quad (1)$$

where:

$\Delta T(r_b, t)$ – names of symbols;

q – names of symbols;

λ – names of symbols.

Conclusion

In the conclusion, the main findings of the research must be summarised and the work summarised. The conclusions must follow directly from the results obtained, be logically sound, accurate and free from unfounded generalisations or assertions. The extent to which the research objective has been achieved and the proposed propositions or hypotheses have been confirmed should be demonstrated.

This section should contain a summary of the study's aim and methods, the main results and scientific conclusions, and should also reflect the study's contribution to the advancement of scientific knowledge. It is recommended to outline prospects for further research, opportunities for practical application, and the implementation of the results obtained or the solutions developed.

Funding

Information on financial support for the research (if applicable), including the name of the funding body and the grant number. If there is no external funding, this section may be omitted.

Conflict of interest

Disclosure of any financial, personal or professional relationships that could be perceived as influencing the results of the study. **If there is no conflict of interest, please state: The authors declare that they have no conflict of interest.**

Ethical approval/consent – if the research involves human participants or personal data (surveys, interviews, etc.);

Authors' contributions

In this section, you must specify each author's contribution in accordance with the CRediT taxonomy. The 'Authors' contributions' section is mandatory for manuscripts with two or more authors. <https://credit.niso.org>

Recommended wording:

Author 1 (Full Name): conceptualisation, methodology, conducting the research, drafting the initial version. Author 2: data management, formal analysis, visualisation, drafting – peer review and editing. Author 3: scientific supervision, securing funding, project administration, drafting – peer review and editing.

Example:

Authors' contributions

ASHR: Conceptualisation, research, data collection, writing – preparation of the original article.

ZNK: Concept development, writing – peer review and editing, author supervision.
EZH: Methodology, formal analysis.
All authors have reviewed the published version of the manuscript and approved it.

References

The reference list must be relevant to the subject matter of the research, up to date, and reflect the current state of the academic field.

- The reference list must contain at least 20 sources, with at least 50 per cent of the total number of sources being in English.
- For an original research article, it is recommended to include 20–40 sources.
- For a review article, it is recommended to include 50–100 or more sources.
- A significant proportion of the sources used should have been published within the last 5–10 years.
- It is recommended to include publications from peer-reviewed scientific journals indexed in the international databases Scopus or Web of Science, provided this is relevant to the research topic.
- All sources included in the reference list must be cited in the text of the article and formatted in accordance with the journal's requirements.
- For all sources assigned a **DOI**, it is mandatory to include this identifier.

Formatting in accordance with APA Style

The reference list should be formatted in accordance with the style **APA Style** (7th edition). (<https://apastyle.apa.org/style-grammar-guidelines/references/examples/journal-article-references>).

Examples of APA Style:

Journal article:

A single author: Author, A. A. (Year). Title of the article. *Title of the Journal*, Volume(Issue), page range. DOI

Example: Rybaczewska, M. M. (2022). Ageing consumers and e-commerce activities. *Ageing and Society*, 42(8), 1879–1898. <https://doi.org/10.1017/S0144686X20001932>

Two or more authors: Author, A. A., Author, B. B., & Author, C. C. (Year). Title of the article. *Title of the Journal*, Volume(Issue), page range. DOI

Example: Rybaczewska, M., & Sparks, L. (2022). Ageing consumers and e-commerce activities. *Ageing and Society*, 42(8), 1879–1898. <https://doi.org/10.1017/S0144686X20001932>

Book:

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Example: Kotler, P. (2007). *Principles of marketing* (12th ed.). Pearson Education. <https://books.google.com/books?id=5xKoQgAACAAJ>

A chapter in the book: Author, A. A., Author, B. B., & Author, C. C. (Year). Title of the chapter. In E. E. Editor & F. F. Editor (Eds.), *Title of the book* (pp. xx–xx). Publisher. DOI/URL

Example: Kim, J. S., & Froerer, A. S. (2018). Intersection of SFBT and trauma. In A. Froerer, J. von Cizifra-Bergs, J. Kim, & E. Connie (Eds.), *Solution-focused brief therapy with clients managing trauma* (pp. 10–23). Oxford University Press.
<https://doi.org/10.1093/oso/9780190678784.003.0002>

Newspaper article: Author, A. A. (Year, Month Day). Title of the article. *Title of the Newspaper*. URL

Example: Tankersley, J. (2024, April 10). Inflation remains stubborn, complicating the Fed's path. *The New York Times*.
<https://www.nytimes.com/2024/04/10/business/economy/inflation-fed-rates.html>

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Example: World Bank. (2024, October 2). *World development indicators*. World Bank.
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A single author:

- If the author's surname is not mentioned in the sentence: (Smith, 2020)
- If the author's surname is mentioned in the sentence: Smith (2020)

Two authors (*both authors are always listed*)

- If the authors' surnames are not mentioned in the sentence: (Smith & Brown, 2020)
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Direct quotation

When quoting directly, you must state the page number.

- If the author's surname is not mentioned in the sentence: (Smith, 2020, p. 25)
- If the author's surname is mentioned in the sentence: Smith (2020, pp. 25–27)

Multiple sources in a single reference

Sources are listed in alphabetical order and separated by a semicolon: (Brown, 2019; Smith, 2020)

Romanised sources

If the reference list contains works written in Cyrillic, the reference list must be provided in two versions: the first in the original script, and the second in the Romanised alphabet (transliteration – translit-online.ru).

Both versions of the reference list must be presented in alphabetical order and must include ONLY those works that are cited in the text.

The reference list should include only relevant references to which there are direct citations in the text.

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****After the bibliography, details of the authors must be provided in three languages: Russian, Kazakh and English.***

Information about authors:

For author biographies, please provide the full name, place of work and position, academic degree and title, as well as contact information (email and phone).

Example:

1. **Mergenbayev Asylbek** (corresponding author) – Doctor of Economics, Professor of the Management Department at Al-Farabi Kazakh National University (Almaty, Kazakhstan, email: asylbek_a25@mail.ru);

2. **Adam Smith** – PhD, Acting Associate Professor of the Management Department at Al-Farabi Kazakh National University (Almaty, Kazakhstan, email: smit.a@mail.ru).

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