

Brief information about the project

Name of the project	BR18574200 Revival of Monotowns in the Context of Creating the New Kazakhstan Based on Territorial Marketing
Relevance	<p>In the process of creating the New Kazakhstan, one of the important issues is the perspective of developing monotowns. Kazakhstan has 27 populated areas classified as "monotowns," with approximately 1.5 million people or 16% of the country's total urban population residing in them. Most of these towns were established around deposits, industry-dominant enterprises, and processing plants. For a long time, these towns lacked the opportunity and incentive to develop other industries and sectors unrelated to the dominant enterprises. Economic crises demonstrate acute social vulnerability, affecting a certain dynamic of monotown development. The main key problems of monotowns include: loss of competitiveness in the main industries, low quality of housing and transportation infrastructure, low wages, and rising unemployment. To address these issues, special government programs have been launched in the Republic of Kazakhstan, some of which have already concluded, yet the problems of these settlements remain unresolved. Addressing the core development issues of monotowns will be facilitated by "territorial marketing," which contributes to improving the investment image of monotowns.</p>
Purpose	<p>The research aim is a comprehensive study of the remaining potential of monotowns and the development of a Strategy for the Revival of Monotowns in the Context of Creating the New Kazakhstan, along with substantiating mechanisms for its implementation using territorial marketing tools.</p>
Objectives	<p>Subprogram 1: Theoretical Aspects of Monotown Development.</p> <p>Research into the theoretical and methodological foundations of monotown development and the assessment of their potential:</p> <ul style="list-style-type: none"> -examination of conceptual approaches to reviving monotowns based on the use of territorial marketing tools, -study of approaches and methods for assessing the development potential of monotowns and the specifics of regional specialization and economic profile of Kazakhstan's monotowns. <p>Subprogram 2: Analysis of Monotown Development.</p> <p>Analysis and assessment of economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructure, intellectual, and other potentials of monotown development in Kazakhstan:</p> <ul style="list-style-type: none"> - study and assessment of poverty, living standards, and quality of life of monotown residents, - assessment of the condition of the key enterprises providing employment in monotowns, - analysis of key trends and identification of the specifics of employment and labor market formation in industrial and raw material monotowns,

	<ul style="list-style-type: none"> - analysis and assessment of demographic trends and conditions for demographic stability of monotowns, - assessment of entrepreneurial, environmental, technological, infrastructure, and intellectual potentials for the development of monotowns in Kazakhstan. <p>Subprogram 3: Direction and Mechanisms of Monotown Revival.</p> <p>Substantiation of promising directions and mechanisms for forming an effective territorial structure of their economy aimed at improving the welfare of the population, as well as mechanisms for implementing social, economic, technological, and environmental modernization of monotowns in the context of creating the New Kazakhstan:</p> <ul style="list-style-type: none"> - development and modeling of forecast scenarios for changing the economic structure of monotowns based on territorial marketing, - study of prerequisites and potential opportunities for diversification and competitiveness growth of monotown economies using territorial marketing tools, - development of strategic priorities and mechanisms for stimulating their implementation based on territorial marketing, - development of financial mechanisms for implementing the Strategy for the Revival of Monotowns, - development of a Strategy for the Revival and Modernization of Monotowns in the New Kazakhstan for industrial and raw material monotowns.
<p>Expected and achieved results</p>	<p>Expected outcomes:</p> <p>Subprogram 1: Theoretical aspects of monotown development.</p> <p>Research on the theoretical and methodological foundations of monotown development and assessment of their potential.</p> <p>At the first stage, research will be conducted on the theoretical and methodological foundations of monotown development, and their potential will be assessed, in particular:</p> <ul style="list-style-type: none"> - a map of sustainable development risks of monotowns will be developed, - new knowledge about conceptual approaches and development strategies of monotowns based on the use of territorial marketing tools will be acquired, - a methodology for assessing the specialization and economic profile of monotowns in Kazakhstan will be developed. <p>Subprogram 2: Analysis of monotown development.</p>

Analysis and assessment of the economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructural, intellectual, and other potentials of monotown development in Kazakhstan.

At the second stage of the research, a methodology for assessing the potential (economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructural, etc.) of monotown development will be developed, including:

- a methodology for assessing poverty, the level, and quality of life of the population of monotowns will be developed,
- A methodology for assessing the condition of city-forming enterprises providing employment in monotowns will be developed,
- key trends and specificities of labor market formation and employment sphere development in monotowns of industrial and raw material types will be identified and assessed,
- a methodology for assessing demographic trends and conditions of demographic stability of monotowns will be developed,
- assessment of entrepreneurial, environmental, technological, infrastructural, and intellectual potentials of monotown development in Kazakhstan will be provided.

At the third stage of the research, scientifically substantiated recommendations will be given for the development of promising directions and mechanisms for forming an effective territorial structure of their economy, aimed at improving the welfare of the population, and mechanisms for implementing social, economic, technological, and environmental modernization in the conditions of creating the New Kazakhstan, including:

- forecast scenarios for changes in the economic structure of monotowns based on territorial marketing will be developed,
- new knowledge about the prerequisites and potential opportunities for diversification and competitiveness growth of the economy of monotowns using territorial marketing tools will be identified,
- Scientifically substantiated recommendations for the development of strategic priorities for monotown development based on territorial marketing will be given,
- scientifically substantiated recommendations for the formation of financial mechanisms for implementing the Strategy for the Revival of Monotowns will be given,
- a Strategy for the Revival and Modernization of Monotowns of the New Kazakhstan for monotowns of industrial and raw material types will be developed.

Over the entire project implementation period of 2023-2024, it is expected that:

- 3 articles will be published in peer-reviewed scientific publications indexed in the Scopus database with a percentile of 35 and above (1 article in 2023, 2 articles in 2024),
- 10 articles will be published in peer-reviewed foreign or domestic publications with a nonzero impact factor recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of

Education and Science of the Republic of Kazakhstan (5 articles in 2023, 5 articles in 2024),

- 3 scientific reports will be published (1 scientific report in 2023, 2 scientific reports in 2024),
- 3 patents will be obtained (2 patents in 2023, 1 patent in 2024),
- 3 implementation acts will be obtained (2 acts in 2023, 1 act in 2024),
- 3 monographs will be published (2 monographs in 2023, 1 monograph in 2024).

Achieved Results:

Subprogram 1. Theoretical Aspects of Monotowns Development.

Research on the theoretical and methodological foundations of monotowns development and assessment of their potential.

During the initial stage, research was conducted on the theoretical and methodological foundations of monotowns development, and their potential was assessed, including:

- new knowledge on the typology of monotowns has been presented, and a map of sustainable development risks for monotowns has been developed,
- new insights into conceptual approaches and strategies for monotowns development based on the use of territorial marketing tools have been obtained: a problem field of monotowns development has been identified, with a gradation based on the degree of importance: high relevance, relevant, moderate relevance; weights of various factors influencing monotowns development have been determined; a modified matrix of ranking managerial actions necessary for monotowns development has been obtained; a conceptual framework for monotowns development within the framework of managed urbanization and based on territorial marketing strategies has been formed; positioning and perception maps of monotowns have been formed based on a differentiated development strategy,
- a methodology for assessing the specialization and economic profile of Kazakhstan's monotowns has been developed,

Subprogram 2. Analysis of Monotowns Development.

Analysis and assessment of the economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructure, intellectual, and other potentials for the development of Kazakhstan's monotowns.

During the second stage of the research, a methodology for assessing the potential (economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructural, and others) of monotowns development has been developed, including:

- a comprehensive methodology for assessing poverty, the level, and quality of life of the population in monotowns has been developed: indicators of population satisfaction with the quality of life of a specific city have been

	<p>determined based on the developed questionnaire; factors of PESTEL analysis have been grouped based on the developed expert survey questionnaire; a matrix of components of factor analysis based on population survey has been obtained; calculations have been made, and a cross-analysis of the influence of external environmental factors on the level and quality of life has been conducted with the determination of managerial decisions to improve them,</p> <ul style="list-style-type: none"> - a methodology for assessing the state of city-forming enterprises providing employment for the population in monotowns has been developed, - key trends and specifics of the labor market formation and employment sphere development in industrial and raw material monotowns have been identified and assessed, - a methodology for assessing demographic trends and conditions for demographic stability in monotowns has been developed, - an assessment of the entrepreneurial, environmental, technological, infrastructural, and intellectual potentials for the development of Kazakhstan's monotowns has been provided. <p>The scientific novelty lies in the development of new knowledge on the typology of monotowns, in the study of the conceptual approach and strategy for monotowns development based on the use of territorial marketing tools, in the development of a methodology for assessing poverty, the level, and quality of life of the population in monotowns using cross-analysis and modeling of monotowns development potential, in the assessment of city-forming enterprises and sustainable development of demographic trends in monotowns, as well as in a comprehensive assessment and modeling of monotowns development potential.</p> <p>During the period 2023, the following have been accomplished:</p> <ul style="list-style-type: none"> - 1 article in a peer-reviewed scientific journal indexed in Scopus, with a percentile of 39, - 7 articles published in peer-reviewed domestic journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan, - 6 scientific reports have been published, - 5 author's certificates have been obtained, - 2 implementation acts have been obtained, - 2 monographs have been published.
<p>Research team members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to relevant profiles</p>	<p>1. Tovma Nataliya Aleksandrovna, Program Leader, PhD, c.e.s., Deputy Head of the Department of Business Technologies at al-Farabi Kazakh National University for Scientific and Innovative Activities and International Relations. Hirsch Index - 6 Scopus Author ID - 56530735400 ResearcherID - N-8698-2017 ORCID - 0000-0002-9114-6923 https://www.scopus.com/authid/detail.uri?authorId=56530735400</p> <p>2. Isaias Bianchi, Leading Researcher, PhD, associate professor at Santa Catarina University, (Florianopolis, Brazil). Hirsch index - 7 ORCID - 0000-0001-5480-0642 Scopus Author ID - 57014879700 https://www.scopus.com/authid/detail.uri?authorId=57014879700</p>

3. Dirsehan Taşkın, Leading Researcher, PhD, Associate Professor at Marmara University, (Istanbul, Turkey).
Hirsch Index - 6
ORCID - 0000-0002-3599-0951
Scopus Author ID - 36967831200
<https://www.scopus.com/authid/detail.uri?authorId=36967831200>
4. Degtereva Ekaterina, Leading Researcher, doctor of Economics, associate Professor at the Department of Marketing, Peoples' Friendship University of Russia named after Patrice Lumumba (Moscow, Russian Federation).
Hirsch Index - 6
ORCID - 0000-0002-8752-5840
Scopus Author ID - 57190783524
<https://www.scopus.com/authid/detail.uri?authorId=57190783524>
5. Zobov Alexander Mikhailovich, Leading Researcher, c.e.s., professor, Head of the Department of Marketing at Peoples' Friendship University of Russia named after Patrice Lumumba (Moscow, Russian Federation).
Hirsch Index - 6
Scopus ID - 57191921252
ORCID - 0000-0002-8792-1990
<https://www.scopus.com/authid/detail.uri?authorId=57191921252>
6. Mishchenko Inna Vitalievna, Leading Researcher, c.e.s., associate professor at Altai State University, (Barnaul, Russian Federation).
Hirsch Index - 2
Scopus ID - 57203264257
<https://www.scopus.com/authid/detail.uri?authorId=57203264257>
7. Bimendieva Leyla Abdrashevna, Leading Researcher, c.e.s., acting professor, Dean of the Higher School of Economics and Business at al-Farabi Kazakh National University.
Hirsch Index - 2
Scopus Author ID - 57190878703
ORCID - 0000-0001-7496-3211
<https://www.scopus.com/authid/detail.uri?authorId=57190878703>
8. Akhmetova Zauresh Bolatkhanovna, Leading Researcher, c.e.s., acting Professor, Head of the Department of Business Technologies at al-Farabi Kazakh National University.
Hirsch Index - 4
ResearcherID - P-7913-2014
ORCID - 0000-0002-5157-4659
Scopus Author ID - 56968196100
<https://www.scopus.com/authid/detail.uri?authorId=56968196100>
9. Kozhamkulova Zhanna Tazabekovna, Leading Researcher, c.e.s., acting Professor at the Department of Business Technologies at al-Farabi Kazakh National University.
Hirsch Index - 3
ORCID - 0000-0003-2929-384X
Scopus Author ID - 57211131721
<https://www.scopus.com/authid/detail.uri?authorId=57211131721>
10. Tleppaev Arsen Moldagalievich, Leading Researcher, PhD, associate professor at Kazakh-German University.
Hirsch index - 5
ORCID - 0000-0001-9754-3383
Scopus Author ID - 57189999678

	<p>https://www.scopus.com/authid/detail.uri?authorId=57189999678 11. Nurpeisova Aigul Aralbayevna, Leading Researcher, c.e.s., associate Professor at Narxoz University. Hirsch Index - 1 Scopus Author ID - 57206737746 https://www.scopus.com/authid/detail.uri?authorId=57206737746 12. Dyusembekova Zhanar Maratovna, Leading Researcher, c.e.s., associate Professor at Narxoz University. ORCID - 0000-0003-3373-5591 Scopus ID - 57205709710 https://www.scopus.com/authid/detail.uri?authorId=57205709710 13. Saimova Meiramkul Dulatkizi, Leading Researcher, c.e.s., associate Professor at K. Zhubanov Aktobe Regional University. Hirsch Index - 6 Scopus Author ID - 57208927972 ORCID - 0000-0003-4089-1744 https://www.scopus.com/authid/detail.uri?authorId=57208927972 14. Shurenov Nursultan Beketovich, Leading Researcher, senior Lecturer at the Department of Business Technologies at al-Farabi Kazakh National University. Hirsch Index - 2 ORCID - 0000-0003-2453-080X Scopus Author ID - 57211334673 https://www.scopus.com/authid/detail.uri?authorId=57211334673 15. Akimbaeva Karlygash Tursynbaevna, Senior Researcher, PhD candidate in Finance at the Department of Finance and Accounting at al-Farabi Kazakh National University. Scopus ID - 57191362773 https://www.scopus.com/authid/detail.uri?authorId=57191362773 16. Golubtsov Danil Ilyich, Junior Researcher, PhD candidate in Logistics at the Department of Business Technologies al-Farabi Kazakh National University. 17. Zhumagul Torekhan Torekbekuly, Junior Researcher, Grohe Company. 18. Abdualieva Asel Nurdauletovna, Junior Researcher, Laboratory Assistant at the Department of Business Technologies al-Farabi Kazakh National University.</p>
List of publications with links to them	<p>Articles in peer-reviewed scientific journals indexed in the Scopus database with a percentile of 35 and above: Dirsehan, T., Shurenov, N., Tovma, N., Kozhamkulova, Z., Akhmetova, Z. "Challenges and potential of monotowns: a systematic literature review." R-Economy, 2023, 9(4), pp 437–455. Percentile 39, SJR 0.134, CiteScore -1. https://journals.urfu.ru/index.php/r-economy/article/view/7393 Link DOI: 10.15826/recon.2023.9.4.02</p> <p>In journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan.</p> <p>1. Zh.T. Kozhamkulova, A.T. Bassymbekova, N.A. Tovma. "A conceptual approach to the formation of strategies for the development of monocities in the context of urbanization process study." The Journal of Economic Research & Business Administration. No2 (144). 2023. P.50-64. Link DOI: 10.26577/be.2023.v144.i2.06</p> <p>2. Zh. M. Dyussebekova, A. A. Nurpeissova, N. A. Tovma. "Analysis of labor market trends in single-industry towns in Kazakhstan." Central Asian Economic Review №2, 2023. C.44-56. Link DOI: 10.52821/2789-4401-2023-2-44-56</p>

3. T.T. Zhumagul, L.A. Bimendieva, N.B. Shurenov, N.A. Tovma. Study of demographic trends and state support in monotowns//Scientific Journal of Turan University, 2023, Issue 2(98), pp. 248-258.

<https://doi.org/10.46914/1562-2959-2023-1-2-248-258>

<https://vestnik.turan-edu.kz/jour/article/view/3427>

4. N. B. Shurenov, N. A. Tovma, M. D. Saimova. "Potential marketing opportunities for the development of the monocity of Khromtau." Central Asian Economic Review №3, 2023. C.93-107. Link DOI: 10.52821/2789-4401-2023-3-93-107

5. Zh.T. Kozhamkulova, N. B. Shurenov, N. A. Tovma, Zh. M. Dyussembekova "Study of the population's quality of life level based on a comprehensive methodology using PESTEL analysis factors: the example of the monocity of Balkhash." "Turan University Herald" scientific journal, 2023. № 4(100). C.200-218. <https://doi.org/10.52821/2789-4401-2023-3-93-107>

<https://caer.narxoz.kz/jour/article/view/870>

6. Z. Akhmetova, N. Tovma, N. Shurenov "Analysis of demographic trends in monocities of East Kazakhstan region." Kazakhstan. Spectrum. Scientific Journal. 2023/3 (107). C.85-100. <https://doi.org/10.52536/2415-8216.2023-3.06>

<https://journal-ks.kisi.kz/index.php/ks/article/view/253/130>

7. Mishchenko Inna V., Mishchenko Valery V. "Differentiated approach to functioning and development of single –industry towns in Kazakhstan." Journal of Economic Research & Business Administration №3, 2023. C. 74.-83. <https://be.kaznu.kz/index.php/math/article/view/2686/2255>

<https://doi.org/10.26577/be.2023.v145.i3.07>

Conference Papers

1. Tovma N.A. Issues of monotown development // Materials of the International Scientific-Practical Conference "Financial Stability of the Banking Sector: Risks and Opportunities", Moscow, Financial University under the Government of the Russian Federation, 2023.

2. Akhmetova Z.B. Comparative analysis of monotown development // International Scientific-Practical Conference "Current Issues of Global Economics", Moscow, April 21, 2023.

3. Tovma Nataliya Alexandrovna. "Decentralized Financial Provision of Monotowns in the Republic of Kazakhstan in Modern Conditions" // International Scientific-Practical Conference "Decentralized Finance: Opportunities and Risks", Moscow, 2023.

4. Shurenov N.B. and Kozhamkulova Zh.T. Al-Farabi Kazakh National University, Kazakhstan - Marketing analysis of population satisfaction with social infrastructure: case analysis of Balhash monotown // II International Forum "Economics of Developing Markets" "The Role of Modern National, Regional and Corporate Brands in the System of International Marketing of Companies in Developing Markets" // Moscow, Peoples' Friendship University of Russia named after Patrice Lumumba, November 16-17, 2023.

Conference Proceedings.

5. Nataliya Tovma, Zauresh Akhmetova, Nazym Tulebayeva, Rila Malikovna, Shinar Abducul. "Indicators for Assessing the Development Potential of Monotowns in the Republic of Kazakhstan" // Proceedings of the E3S Web of Conference 2023. -0.5 pp.

https://www.e3s-conferences.org/articles/e3sconf/pdf/2023/50/e3sconf_interagromash2023_05016.pdf

International Conference Materials

6. Nataliya Tovma, Laila Bimendieva, Nursultan Shurenov. "The Revival of Monotowns in the Republic of Kazakhstan Based on the Application of Territorial Marketing Tools" // Proceedings of the International Scientific-Practical Conference "The Paradigm of Sustainable Economic Development in the Context of Global Change: Challenges, Consequences, Opportunities". Almaty, 2023. pp. 56-66.

Monographs

1. Tovma N.A. "Concept of Monotown Development in the Republic of Kazakhstan", Kazakh University Publishing, 2023, - 59 pages.
2. Tovma N.A. Analysis of the Development Potential of Monotowns in the Republic of Kazakhstan. - Almaty, Kazakh University Publishing, 2023 - 111 pages.

Implementation Acts

1) The results of the study on program-targeted financing by the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan on the topic: BR18574200 "Revival of Monotowns in the Conditions of Creating New Kazakhstan Based on Territorial Marketing" are introduced into the educational process of the Peoples' Friendship University of Russia (Moscow, Russian Federation). In particular, the map of sustainable development risks of monotowns with economic effect, which allows identifying problems in the revival of monotowns. Moscow, RUDN 2023.

The results of the study obtained within the framework of the program-targeted financing of IRN BR 18574200 "Revival of Single-Industry Towns in the Context of the Creation of New Kazakhstan Based on Territorial Marketing" are used in the educational process of Marmara University, in particular, the model for assessing economic, entrepreneurial, social, demographic, labor, environmental, technological, infrastructural development potential of single-industry towns.

Patents

- 1) Basymbekova A., Kozhamkulova Zh.T., "Expert survey questionnaire on studying issues of monotown development". No. 32897 dated February 18, 2023.
- 2) Basymbekova A., Kozhamkulova Zh.T. "Development of a questionnaire for expert survey on studying the problem of monotown development" No.32896 dated February 21, 2023.
- 3) Tovma N.A. "Quality of Life in Monotowns" No.37266 dated June 19, 2023, issued by the National Institute of Intellectual Property of the Republic of Kazakhstan.
- 4) Kozhamkulova Zh.T., Shurenov N.B., Tovma N.A., Dyussebekova Zh.M. "Development of questionnaires on a comprehensive methodology for assessing the level and quality of life of the population in monotowns" No.38823 dated August 31, 2023.
- 5) Kozhamkulova Zh.T., Basymbekova A., Tovma N.A. "Study of monotown development conceptualization and strategies using territorial marketing tools in the field of obtaining scientific results" No. 39720 dated October 18, 2023.

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