Academic expert's review on the doctoral dissertation
"Infonomics and Marketing in Social Media: Strategies, Methods,
and Tools (Based on Kazakh-language Publications)" written by
KASSYMBEKOVA NAZIRA MURATBEKOVNA
submitted for the degree of Doctor of Philosophy (PhD) on the
educational program 8D03203 - International Journalism

1. CONCEPTUAL FOUNDATIONS OF INFONOMICS AND TRANSFORMATIONAL PROCESSES IN DIGITAL MEDIA

The topic of the thesis "Infonomics and Marketing in Social Media: Strategies, Methods, and Tools" is addresses an original and necessary topic of study in communication and media studies. In this section, it is seen that the context and studies related to this study on the strategies, methods and tools used in the Knowledge Economy and Marketing in Social Media in Kazakhstan are discussed in general terms, but some of the following points need to be elaborated:

- A paragraph should explain why the topic is different from previous studies in the context of the world, the region and Kazakhstan and why it was chosen.
- Why this topic is necessary, why it is functional, why it is original and innovative.
- The introduction of the dissertation presents the research aim clearly and coherently. However, it is recommended that explicitly include the research questions in this section.
- In the methodology, a mixed-methods approach is adopted (including content analysis, surveys, interviews, case studies, and digital analytics tools). Nevertheless, it is important to clearly indicate which type of data (qualitative or quantitative) corresponds to each method. In addition, relevant methodological sources supporting each approach should be properly cited.

2. INTEGRATION FEATURES OF INFONOMICS AND MARKETING STRATEGIES IN KAZAKH-LANGUAGE SOCIAL MEDIA

Although sufficient information is presented in the chapter in general terms, a general summary of two or three paragraphs should be given at the end of the chapter.

3. INFONOMIC PARADIGM OF KAZAKH-LANGUAGE MEDIA PUBLICATIONS AND DIGITAL MARKETING STRATEGIES

It is suggested to address the following points related to this section:

- Regarding the sample, please specify how many participants were involved, the criteria used for their selection, and provide a rationale for the representativeness of the sample.
- The data collection process should also be described in more detail: When was the data collected, and over what period of time? The analytical procedures, including any statistical methods used, and the software applied should be explained more clearly.
- Furthermore, in-text citations must follow APA 7 guidelines in terms of both order and formatting.
- Lastly, all tables and figures should be properly numbered and referenced within the text. For example:

- "As shown in Table 1..."
- "Figure 2 illustrates that..." should be used to integrate visual elements into the narrative.

4. Conclusion of the applicant formulated in the thesis.

In the reviewed dissertation, the author has collected and systematized rich empirical material showing the current state of Infonomics and Marketing in Social Media in Kazakhstan.

As a result, her world provides a comprehensive overview of the Infonomics and Marketing in Social Media, which means filling a significant cognitive gap.

In the discussion section, the findings of the thesis should be discussed with the findings of studies in other countries. In addition, it should also reveal how these findings should be taken into account in practice.

5. Deficiencies in the content and design of the thesis

Evaluating the dissertation positively, I recommend the following improvements:

1. Detailed information about the methodology of the thesis should be provided. In fact, the methodology section should be so detailed that another scientist can repeat the same study.

2. Please make the practical recommendations for developing an education program that could train social media users in Kazakhstan.

3. Make technical and editorial corrections in accordance with the applicable requirements.

6. Compliance of the thesis with the requirements

Dissertation by Kassymbekova Nazira Muratbekovna on "Infonomics and Marketing in Social Media: Strategies, Methods, and Tools (Based on Kazakh-language Publications)", submitted for the degree of Doctor of Philosophy (PhD) on the educational program 8D03203 - International Journalism, is performed at a sufficiently high theoretical and analytical level, meets the requirements, and contributes to the field of journalism and social media.

After introducing suggested recommendations and improvements, the dissertation can be recommended for the PhD defense in the educational program 8D03203 - International Journalism.

Scientific expert

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Sakarya, 22.06.2025