

MIAR

**International
Conference On**

**MULTIDISCIPLINARY INNOVATION
IN ACADEMIC RESEARCH**

July 29-30, 2015

Almaty, Kazakhstan



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MIAR-2015

International Conference on

“MULTIDISCIPLINARY INNOVATION IN ACADEMIC RESEARCH”

(MIAR-2015)

Almaty Kazakhstan



Book of Abstracts Proceedings

International Conference on

“MULTIDISCIPLINARY INNOVATION IN ACADEMIC RESEARCH”

(MIAR-2015)

Almaty, Kazakhstan

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TABLE OF CONTENTS

INTERNATIONAL SCIENTIFIC COMMITTEE.....	VII
ORGANIZING COMMITTEE	X
CONFERENCECHAIR MESSAGE.....	XII
CONFERENCE PROGRAM	XIV
TRACK A: BUSINESS MANAGEMENT & ECONOMICS STUDIES 1	
1. GENERATION GAP: COMPARISON OF ATTITUDES ABOUT MARKETING AND CONSUMERISM BETWEEN YOUTH AND THEIR PARENTS IN KAZAKHSTAN.....	2
2. INTERACTION OF CONSUMER ETHNOCENTRISM AND COUNTRY-OF-ORIGIN WITH BUYING PREFERENCES OF KAZAKHSTANI CONSUMERS.....	3
3. USE OF A POROUS LAYER OF DOPED SILICON AS ANTIREFLECTION COATING FOR SOLAR CELL	4
4. RESEARCH DEVELOPMENT IN HUMAN RESOURCE ANALYTICS IN MALAYSIA.....	5
5. CONCEPTUALIZING ISLAMIC LEARNING ORGANIZATION AND ITS OUTCOME	6
6. CORPORATE FINANCING BEHAVIOR AND GOVERNANCE OF THE LISTED FIRMS IN KAZAKHSTAN.....	7
TRACK B: SOCIAL SCIENCE& HUMANITIES.....	8
7. THE LEGISLATION OF THE REPUBLIC OF KAZAKHSTAN ON COPYRIGHT AND THE RELATED RIGHTS	9
8. PROBLEMS OF INTERDISCIPLINARY APPROACH TO STUDY OF INTEGRATION PROCESSES IN EDUCATIONAL SPHERE OF TURKIC-SPEAKING COUNTRIES	10
9. SOCIAL AND PSYCHOLOGICAL RESEARCH OF COMPETENCES DURING COMPLEX SELECTION OF THE PERSONNEL IN THE KAZAKHSTAN ORGANIZATIONS (ON THE EXAMPLE OF KASPI BANK).....	11
10. EXPERIMENTAL RESEARCH OF ETHNIC STEREOTYPES AMONG STUDENTS	12
11. THE CONCEPT OF COMPETENCE IN FOREIGN LANGUAGE TEACHING FOR INTERCULTURAL COMMUNICATION	13

12. THE EMOTIONAL STATE OF HIV-POSITIVE.....	14
13. EPISTEMOLOGY OF POLITICAL ISLAM THOUGHT IN INDONESIA.....	15
14. SCIENTIFIC BASES OF EFFICIENT FARMLAND USE	16
15. NON PARMAETIC SPECTURAL TESTS FOR FORECAT ACCURACY	17
16. SOCIAL MARKETING AND YOUTH ADDICTIVE BEHAVIOR: MIXED METHODS RESEARCH APPROACH	18
17. VARIATIONS OF GEOMAGNETIC DST-INDEX AND SEISMICITY AT NORTHERN TIEN-SHAN	19
18. ATTRACTION OF PROFESSORATE OF HIGH QUALIFICATION TO THE UNIVERSITY AS IMPORTANT TASK OF ITS TRANSFORMATION INTO A WORLD-CLASS UNIVERSITY: THE EXPERIENCE OF ASIA AND KAZAKHSTAN.....	20
19. THE EXPLORATORY STUDY ON THE RELATIONSHIPS AMONG TAIWANESE COLLEGE STUDENTS'CONSTRUAL- LEVEL, GRATITUDE AND INTIMATE ATTACHMENT	21
20. RELIGIOUS EDUCATION IN A COMPARATIVE PERSPECTIVE: KAZAKHSTAN'S SEARCHING.....	22
TRACK C: ENGINEERING& APPLIED SCIENCES.....	23
21. BIOCHEMICAL COMPOSITION OF VEGETABLE RAW MATERIALS AND THE IMPACT OF DOSAGE ON THE PROPERTIES OF PROCESSED CHEESE.....	24
22. MULTI-STATE PHENOMENA AND HYSTERESIS OF COUNTERFLOW FLAME OVER TSUJI BURNER.....	25
23. POTENTIAL FOR ENERGY PRODUCTION DUE TO SALINITY GRADIENT. CASE STUDY: LAKE URMIA-ZARRINEHRUD RIVE, IRAN	26
24. IMPROVEMENT OF COMPANY'S PERFORMANCE THROUGH INFORMATION TECHNOLOGY INFRASTRUCTURE LIBRARY (ITIL) METHODOLOGY	27
25. THE METHOD OF DETERMINING THE NUMBER OF DEPENDENT CONSTRAINTS USING ZERO TRANSFORMATION PARAMETERS OF COORDINATE SYSTEMS	28
26. DYNAMICS OF THE HEAT FLUX COMPONENTS OF THE ELECTRICAL ARC ENTERING INTO ELECTRODES	29

27. ANALYTICAL SOLUTION OF THE TWO PHASE STEFAN PROBLEM BY HEAT POLYNOMIALS AND INTEGRAL ERROR FUNCTIONS	30
FUTURE EVENTS	31

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**International Conference on Multidisciplinary
Innovation in Academic Research at Almaty,
Kazakhstan.**

Venue: Hotel Kazakhstan, Almaty

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CONFERENCECHAIR MESSAGE

Farooq Ahmed Jam (PhD)



International Conference on Multidisciplinary Innovation in Academic Research (MIAR-2015) ” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face and interact with other renowned scholars for possible future collaborations.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as key note speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am

also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you

Farooq Ahmed Jam (PhD)

Conference Chair MIAR 2015

Executive Director

Global Illuminators

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CONFERENCE PROGRAM

DAY 01 Wednesday (JULY 29, 2015)

Welcome Reception & Registration

8:15 am – 9:00 am

Opening Ceremony (09:00am – 10:30 am)

Venue: Room 1

09:00 am – 9:25 am	Welcome Remarks – Madina Tussupbekova - Conference Coordinator
09:25 am – 9:45 am	Key Note Speech – Felicia Chong - Head of Organizing Committee.
09:45 am - 10:30 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (10:30 am – 11:00 am)

DAY 01 Wednesday (July 29, 2015)

Session 1 (11:00 am – 1:00 pm)

Venue: Room 1

Session Chairs: Aliya Tolegenova & Svetlana

Track A: Business & Management Economics Studies

MIAR-15-111	Social Marketing and Youth Addictive Behaviour: Mixed Methods Research Approach	Rybina Liza
MIAR-15-113	Interaction of Consumer Ethnocentrism and Country-of-origin with Buying Preferences of Kazakhstani Consumers.	Ostrovsky Alexander
MIAR-15-118	Generation Gap: Comparison of Attitudes about Marketing and Consumerism between Youth and their Parents in Kazakhstan.	Rybina Liza
MIAR-15-129	Use of a Porous Layer of Doped Silicon as Antireflection Coating for Solar Cell	K.K. Dikhanbayev

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Wednesday (July 29, 2015)

Session 1 (11:00 am – 1:00 pm)

Venue: Room 2

Session Chairs: Danna Naurzalina & Doganay Yakup

Track B: Social Science & Humanities

MIAR-15-105	The Emotional State Of HIV-Positive	Madalyeva
MIAR-15-147	Religious education in a comparative perspective: Kazakhstan's searching	Nadirova
MIAR-15-141	Epistemology Of Political Islam Thought In Indonesia	Dr. Muhammad Azhar
MIAR-15-144	Variations Of Geomagnetic Dst-Index And Seismicity At Northern Tien-Shan	Kairatkyzy D
MIAR-15-206	The Exploratory Study on the Relationships among Taiwanese College Students' Construal-level, Gratitude and Intimate attachment	Payling, Harn

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Wednesday (July 29, 2015)

Session 2 (02:00 pm – 3:30 pm)

Venue: Room 1

Session Chairs: Felicia Chong & Sharif Mohmadyazam

Track B: Social Science & Humanities

MIAR-15-216	Social And Psychological Research Of Competences During Complex Selection Of The Personnel In The Kazakhstan Organizations (On The Example Of Kaspi Bank)	Olga Aimaganbetova
MIAR-15-217	Experimental Research Of Ethnic Stereotypes Among Students	Nurgaliyeva Ulmeken Satymovna
MIAR-15-222	The Concept Of Competence In Foreign Language Teaching For Intercultural Communication	Doganay Yakup
MIAR-15-148	Scientific bases of efficient farmland use	Nassanbekova Samalgul
MIAR-15-206	The Exploratory Study on the Relationships among Taiwanese College Students' Construal-level, Gratitude and Intimate attachment	Payling,Harn

Tea Break (3:30 pm – 3:45 pm)

DAY 01 Wednesday (July 29, 2015)

Session 2 (02:00 pm – 3:30 pm)

Venue: Room 2

Session Chair: Dr. Muhammad Azhar & Kairatkyzy D

Track B: Social Science & Humanities

MIAR-15-110	Non Parmaetic Spectural Tests For Forecat Accuracy	Patrick Leoni
MIAR-15-184	Attraction of professorate of high qualification to the university as important task of its transformation into a world-class university: the experience of Asia and Kazakhstan	Nazgul Anarbek
MIAR-15-189	Problems Of Interdisciplinary Approach To Study Of Integration Processes In Educational Sphere Of Turkic-Speaking Countries	Mirzoyeva Leila

Closing Ceremony (Room 1): 5:00pm to 5:30pm

DAY 01 Wednesday (July 29, 2015)

Session 3 (03:45 pm – 5:00 pm)

Venue: Room 1

Session Chair: Aliya Tolegenova & Sharif Mohmadyazam

Track C: Engineering & Applied Sciences

MIAR-15-130	Biochemical composition of vegetable raw materials and the impact of dosage on the properties of processed cheese	Mariam Alimardanova,
MIAR-15-203	Multi-State Phenomena and Hysteresis of Counter flow Flame over Tsuji Burner	Hsing-Sheng Cha
MIAR-15-139	Potential For Energy Production Due To Salinity Gradient. Case Study: Lake Urmia-Zarrinehrud Rive, Iran	Gikas Petros
MIAR-15-183	Improvement Of Company's Performance Through Information Technology Infrastructure Library (Itil) Methodology	Tleuberdiyeva Gulnara
MIAR-15-142	The Method Of Determining the Number of Dependent Constraints Using Zero Transformation Parameters Of Coordinate Systems	Sholanov Korganbay S
MIAR-15-169	Dynamics of the heat flux components of the electrical arc entering into electrodes	Stanislav Kharin
MIAR-15-174	Analytical Solution Of Two Phase Stefan Problem By Heat Polynomials And Integral Error Functions	Merey Sarsengeldin

Closing Ceremony (Room 1): 5:00pm to 5:30pm

DAY 01 Wednesday (July 29, 2015)

Session 3 (03:45 pm – 5:00 pm)

Venue: Room 2

Session Chair: Dr. Muhammad Azhar & Kairatkyzy D

Track A: Business & Management Economics Studies

MIAR-15-145	Corporate Financing Behaviour and Governance of the Listed Firms in Kazakhstan	Gulnara Moldasheva
MIAR-15-219	Research Development In Human Resource Analytics In Malaysia	Sharif Mohmadyazam
MIAR-15-220	Conceptualizing Islamic Learning Organization And Its Outcome	Sharif Mohmadyazam
MIAR-15-124	Profiling and Mapping the Oil and Gas Sector - a Development Tool	Sulaiman Gool

Closing Ceremony (Room 1): 5:00pm to 5:30pm



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**TRACK A: BUSINESS MANAGEMENT &
ECONOMICS STUDIES**



Generation Gap: Comparison of Attitudes about Marketing and Consumerism between Youth and their Parents in Kazakhstan

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Abstract

The present paper examines the differences in attitudes about marketing and consumerism among youth and their parents in Kazakhstan. The 46 statements of the questionnaire were grouped into the following categories: Philosophy of business, Product quality, Advertising, Other marketing activities, Consumer responsibilities, Government regulation, and Prices and price control. 186 families participated in a survey. The findings showed significant differences in attitudes to advertising, product quality, prices, consumer responsibilities, and government control between youth and parents. The study provides insights into generation marketing in a transitional economy of Kazakhstan. Recommendations for marketing practitioners and academicians are developed.

Keywords: Consumerism, Generation gap, Attitude

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Interaction of Consumer Ethnocentrism and Country-of-origin with Buying Preferences of Kazakhstani Consumers

Ostrovsky Alexander^{1*}

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Abstract

The purpose of given research is to investigate potential reactions and behavioral patterns of Kazakhstani consumers in the process of their selection of products manufactured in Kazakhstan, Russia and Belarus, in the frame of Eurasian Economic Union, where free trade among Kazakhstan, Russia and Belarus is supposed to be accomplished in corpore since 2015. This purpose consists of some subtasks. One is to update given topic with existing literature and to identify main indicators of the process of consumer purchasing behavior towards foreign products. This paper also investigates influence of these determinants on product evaluation, attitude towards local and foreign products, willingness to buy products and relationship of these factors in the process of buying consumer decision among groups of consumers with different demographic characteristics, living in Kazakhstan. Understanding of influence of these socio-psychological determinants on purchasing preferences of Kazakhstani consumers will definitely provide valuable information for marketing management of Russian, Belorussian companies to adjust their marketing strategies for successful promotion of their production on Kazakhstani market. Besides, the potential findings of given research will propose useful market information for marketing strategists of international and local companies operating in countries, which are candidates to join the Eurasian Economic Union or planning to come to Kazakhstan.

Keywords: Consumer Ethnocentrism, Country-Of-Origin, Demographic Antecedents, Eurasian Economic Union.

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Use of a Porous Layer of Doped Silicon as Antireflection Coating for Solar Cell

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Abstract

Among the materials promising for creating solar cells with high performance parameters takes significant place monocrystalline silicon. Of particular interest is the development of solar cells, in which the antireflection surface is a developed structure of the porous type. In this paper we investigate the possibility of using porous structures as antireflection surfaces for solar cells. Were carried out to create a thermal diffusion p-n-junctions structure silicon solar cells and to investigate the behavior of the dark reverse saturation current I_0 , on the applied voltage, depending on the dopant oxide removal without it. Also in this paper we consider the possibility of raising short-circuit current of the solar cell by optimizing the doping level and the reduction of dark current saturation p-n-junction. In this connection, the behavior were investigated reverse dark saturation current I_0 of the applied voltage, depending dopant oxide removal without it. Oxidized porous silicon is the best optical "window" and the anti-reflective coating with a reflectivity lower than 5% in the visible range from 300 to 1100 nm for a silicon solar cell. The reflection spectrum has a minimum in the visible region at a wavelength of 600 nm. The depth of the diffusion experiment p-n- transition by two methods: the method of staining p-n- transition and on the instructions of the diffusion regime. Showed that phosphosilicate glass coating substantially reduce the diode reverse saturation current of the solar cell structure with a porous silicon as a result it is possible to increase the voltage and current of a short-circuit voltage.

Keywords—Silicon Solar Cells, Porous Silicon, Thermal Diffusion, Etching

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Research Development in Human Resource Analytics in Malaysia

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Abstract

The objective of this paper is to present a qualitative analysis of the development in Human Resource (HR) Analytics in Malaysia. Human resources have been acknowledged by managers around the world as the backbone of an organization. Thus various HR tools have been designed over time to measure the performances of HR in organizations. These tools, regardless of their names, are basically HR metrics. They are valuable but they offer limited predictive power to look into the future. In the era of fast changing environment and technology, organizational focus has shifted from the past to future performance of HR. The issue centers on organizational survival. The continued usage of HR metrics will make organizations behave in the reactive mode because HR metrics only answers questions (or problems) of a lagging or historical nature which occurred in organizations. Since the early 21st century, American scholars have introduced the concept of HR analytics into the field of human resource management (HRM). The concept is actually a methodology to study the performances of human resources in organizations with a future orientation. It caught on among scholars and practitioners in the USA, Europe and Australia. The concern of this paper is to find out the extent of its acceptance in Malaysian organizations. It utilized and analyzed the secondary data provided by Hays International Consultants based in Kuala Lumpur, Malaysia. It was found that HR analytics as a tool is still in its infancy in Malaysia. Currently there are few academic research works in this area in the country. For now, the Malaysian practitioners were observed to be more knowledgeable about HR analytics than the academics.

Keywords: HR analytics, HR metrics, Malaysia, qualitative analysis, secondary data

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Conceptualizing Islamic Learning Organization and Its Outcome

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Abstract

The objective of this paper is to highlight the continuing importance of the concept of “Learning Organization” to organizations worldwide. DrPeter Senge of Massachusetts Institute of Technology (MIT), USA was credited with the honor of creating the concept in 1990. Since then, many scholars had conducted studies related to learning organizations. Recently Anders Ortenblad emphasized that the application of the ‘Learning Organization” concept is context-based. Ahmad (2013) expanded this notion that in our world, the context can be divided into the conventional organizations and the Muslim-based organizations. The conventional organizations can be located in the West or in the East but in essence the organizations are there to maximize profits. But Muslim-based organizations exist not just to make profits but their business processes must abide by the so-called Islamic management principles (balancing the profit quest and the people welfare whether they are employees or customers). Ahmad (2013) labeled the learning organizations in Muslim-based contexts as “Learning Organization from the Islamic perspectives”. Sharif (2014) argued that there is the need to call “a spade, a spade” (i.e. to say or state something plainly). Ahmad’s notion should be called the “Islamic Learning Organization (ILO)” rather than “Learning Organization from the Islamic perspective” (Alqolaq, Sharif, Arshad & Hasan, 2014). Then the results or outcome of practicing the ILO can be measured by looking at the Islamic management principles (IMP) as practiced by the organizations concerned. The IMP covers many aspects of organizational management including the learning practices in organizations. This paper aims to explore further the relevant Islamic management principles as a reflection of the practices of the Islamic Learning Organizations.

Keywords: Learning Organization, Islamic Learning Organization, Islamic Management Principles

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Corporate Financing Behavior and Governance of the Listed Firms in Kazakhstan

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Abstract

The paper explores the relationship between corporate financing behavior and governance of the listed companies in Kazakhstan. The research employs data of randomly selected non-financial firms, listed on the Kazakh Stock Exchange, by using multivariate regression analysis under a fixed effect model approach. Corporate financing behavior is presented by the Debt to Equity ratio. Measures of corporate governance are board's size, board's composition, and CEO/Chair duality. Ownership structure is presented by Institutional Shareholding and Managerial Shareholding. Empirical results of a cross-sectional panel study show that Institutional Shareholding is significantly negatively correlated with the debt to equity ratio. Also, findings showed that Board Size is significantly negatively correlated with the number of independent directors and Managerial Shareholding, but positively correlated with Institutional Shareholding. CEO/Chair Duality is positively correlated with Institutional Shareholding and the board size and negatively correlated with Managerial Shareholding. Corporate financing behavior is influenced by CEO/Chair duality and the presence of independent directors in the Board of Directors. Control variables such as firm size and return on assets also have a significant effect on corporate financing decisions.

Keywords: Board characteristics, capital structure, corporate governance, ownership structure, multivariate regression analysis

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TRACK B: SOCIAL SCIENCE & HUMANITIES



The legislation of the Republic of Kazakhstan on copyright and the related rights

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Abstract

This article deals with current issues of copyright protection in the Republic of Kazakhstan. Law regulates relations in the field of intellectual property arising in relation to creation and use of scientific, literary and artistic works (copyright), performance, phonograms, programs of on-air and cable broadcasting organizations (the related rights).

Keywords: Copyright, Intellectual Property, Related Right, Property Rights, Exclusive Right

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Problems Of Interdisciplinary Approach To Study Of Integration Processes In Educational Sphere Of Turkic- Speaking Countries

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Abstract

One of the most important tendencies of the modern world is a coexistence of traditional, industrial, and post-industrial society types. All of them are interconnected and interdependent. So studying every of those types we should take their interaction into account; that is why the relevance of interdisciplinary approach is obvious. Besides, the methodology of scientific research is suitable for studying of one certain society type; that is why it is incorrect to use it for other societies without reference to their specific characteristics. In Post-Soviet countries, sociological trends are based on two factors: first of all, on the main peculiarities of socialist system; secondly, on adoption of different theories represented in Western sociology. Therefore it did not deal with specific characteristics of our society. The problem of studying, judgment and interpretation of the Kazakh society requires interdisciplinary approach associated with new methods of study. Research of integration processes in the educational sphere of Turkic-speaking countries should be considered as a new phenomenon because the process of integration was institutionalized several years ago. Pilot studies conducted in the Republic of Kazakhstan, were focused on the quality of education and mentoring problems. It should be pointed out that integration processes in Turkic-speaking countries require new methodology, new concepts and categories, demonstrating essential characteristics of the considered processes.

Keywords: Turkic-speaking countries, interdisciplinary approach, integration processes

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Social and Psychological research of competences during complex selection of the personnel in the kazakhstan organizations (on the example of kaspi bank)

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Abstract

Results of social psychological research of competences during complex selection of the personnel of the Kazakhstan organizations are presented in this article. Research based on the idea that process of selection of the personnel is topical issue in a personnel management system of Kazakhstan. Conversation method; the content analysis, the Boston test for resistance to stress, Myunsterberg's test for attention, and also the author's technique for competences developed especially for Kaspi Bank were used in present study. As a result competences as attentiveness, reliability, customer focus and orientation to quality have positive interrelation; the level of expressiveness of one of these competences is higher, the level of expressiveness of the others is higher. Research also showed that interrelation of competence resistance to stress with such competences as attentiveness, reliability, customer focus and orientation to quality, on the contrary, have the negative interrelation, that is, the susceptibility to a stress at the cashier is higher, the less it is attentive, reliable and focused on the client and quality of work.

Keywords: Competences, Attentiveness, Reliability, Customer Focus, Candidates For Vacant Post, Etc.

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Experimental research of ethnic stereotypes among students

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Abstract

Need of this research is defined by increase of international interactions and international tension in communication in the Republic of Kazakhstan. We believe that ethnic stereotypes of different ethnic groups have distinctions depending on ethnos, i.e. ethnic stereotypes at the Russian and Kazakh nationalities have distinctive features. For the purpose of verification of these provisions, we conducted a series of pilot studies by the techniques adapted by us with students of the first - third years of the Aktyubinsk higher education institutions. The obtained data allow us to draw a conclusion that Russians in their autostereotype tend to pay more attention to their own person and business qualities. Thus, in an autostereotype of Kazakhs are priority qualities, concerning humanistic and communicative properties of the personality. The direction of system of Kazakh's stereotypes goes from the interpersonal relations to development of personal qualities. The comparative analysis of a ratio of autostereotypes of Kazakhs and Russians showed that the positive directed autostereotype on the block the general tendency is much higher than the personality at Russians, than a positive autostereotype of Kazakhs. The positive directed heterostereotypes of Russians and Kazakh students on this block coincide. It should be noted that we managed to show distinctions of ethnic stereotypes at representatives of different ethnic groups.

Key words: ethnic stereotypes, ethnos, autostereotype, heterostereotypes.

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The Concept of Competence in Foreign Language Teaching for Intercultural Communication

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Abstract

That the globalization occurs in all fields of life is an undeniable fact on the one hand and necessity of foreign language teaching according to the requirements of globalization and intercultural communication is another reality on the other hand. The demands and expectations from language learners enabling them to be successful interlocutors in the intercultural spaces have long been the issue of investigation and discussion. We think the term 'competence' has the key role for this issue and it needs to be dug and discussed as deep as possible in to be figured in great detail. Once the content, concept and boundaries of the term 'competence' is defined and described neatly in the field of foreign language education we believe that the path to be followed by both language educators and learners would be more definite. In this paper it is aimed to discuss and figure out the term 'competence' in terms of foreign language teaching for intercultural communicative competence. The very general purpose of foreign language teaching/learning, the role of competence in cognition of foreign language and the use of it in intercultural spaces have also been tackled throughout the paper.

Keywords: Globalization, foreign language teaching, competence, cognition, intercultural communicative competence (ICC).

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The Emotional State of HIV-Positive

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Abstract

This paper reviews issues concerning description and study of emotional conditions of HIV – positive people. Study of this problem gives possibility to reveal peculiarities of emotional field of HIV – positive people, which facilitate their adaptation to the fact of their viral state, to overcome life crisis, to mobilize and effectively utilize compensatory mechanisms to fight the disease. Goal of the study: description and study emotional states of HIV – positive people influencing on ability of an organism to adapt to circumstances and facilitating stabilization of psychic condition. Empirical study was passing on the base of city and regional centers on prophylaxis of AIDS in Almaty and Issyk cities. Beck depression test, Gissen somatic questionnaire, Spielberger – Hanin arousal test, method of evaluation of subjective relation to the disease of Serdyuk, unfinished sentences of Sydney-Sacchs, test of operative evaluation of well-being, activeness, mood “SAN” and Bass-Darkey aggressiveness test. HIV – positive people are in need of psychological work during whole course of disease. The main target of psychological correctional work in HIV – positive people must be emotional condition of the patient.

Keywords: Student-Centered Learning, Students’ Perceptions, Sultan Qaboos University

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Epistemology of Political Islam Thought in Indonesia

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Abstract

When it be looked from circular perspective (not linier or parallel) from the three of the prior political epistemology (bayani, burhani, and irfani), then the reconstruction of ideal thought – as philosophy fundamental – political Islam of contemporary Indonesia the next should be a balance between trilogy of political ala al-Jabiry that is bayani (idealistic in the Islami values commitment), burhani (ability to answer reality challenge of the people and nation) and irfani (personal and communal wisdom of Muslim politician). In textual-normative-bayani, the political Islam insight of contemporary Indonesia still refers to the fundamental values than is in the holy book Al-Qur'an and Sunnah of the Prophet Muhammad, such as deliberation, unity, welfare and justice values. As for in burhani, application of the political values which is fundamental meant adjusted by plurality context of Indonesia society, and in answering some of the existing social problems. As for example the actual case, application values of justice, economy which is more intense now in the economy syariah system more get a place in the society as an alternative system of conventional-capitalistic economy. In burhani, the thinkers or activists of political Islam should always have an ability to accommodate aspiration and give appreciation and positive and constructive contributions for politics dynamic in Indonesia, for the sake of the peole and nation's glory in the future and the same time as for success model of political Islam implementation in Indonesia context which is modern and democratic.

Keywords: Reconstruction, Epistemology, Contemporary Political Islam

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Scientific bases of efficient farmland use

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Abstract

In order to stabilize the economics of agricultural sector in Kazakhstan is required to fully increase the efficiency of agricultural production. The necessary factor of solving this task is to provide a rational use of land at the every agricultural enterprise, in terms of economic basis creation for its stimulation. This is more important in modern conditions of economic management when an acute shortage of production resources is followed on by the fall in land fertility. The problems of agricultural land market development are broad and multifarious. However, in our days, we should choose the most appropriate and feasible one, beside the complex of measures for the practical solution of these problems. In the paper were generalized the theoretic conditions and factors of the effective using of land resource in agriculture, according to the global trend of development of agricultural relations. All conditions are considered as a basic of the transferring to the paid land using; to the standing out of rent payment; an average land price which are executing the economic basis of development of scientific technical progress in the trench of industry on the market which are disposals at the different natural economic conditions.

Keywords: Land Resources, Farmland, Land Price

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Non Parametric spectral tests for Forecast Accuracy

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Abstract

We develop a class of non-parametric, spectral density tests capable of deciding whether a given random variable can predict a time series in expectations. Under standard assumptions, we show that those tests are consistent, robust and admissible. In controlled simulations, we find that those tests rightfully reject with low P-value and high power. When applied to daily returns of NASDAQ Composite (resp. S&P500), we find that an ARMA-GARCH mixture with Normal jumps (resp. T-Student jumps) passes our test at high level of confidence.

Keywords: Forecast Accuracy; Spectral Density Tests

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Social Marketing and Youth Addictive Behavior: Mixed Methods Research Approach

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Abstract

Since the concept of social marketing was introduced in the 1970's, it has been widely used for public health issues including health risk behaviors such as tobacco use, drugs abuse, toxic substance use, alcohol drinking, eating habits, obesity, transmitted diseases, and other issues related to individual health risks with consequences for the whole society. According to the World Health Organization, tobacco and alcohol use are in the list of leading global risks for mortality in the entire world, as they are responsible for raising the risks of chronic diseases, such as heart disease and cancers. Smoking and alcohol drinking are considered as the major preventable causes of mortality in the world. The present study uses mixed methods research approach to study youth addictive behaviors and the use of social marketing for public health to develop more effective health interventions to prevent and reduce addictive behaviors. Twelve interviews, conducted with experts in public health, medicine, education, marketing, and youth organizations, offered insights into youth addictive behaviors, perceptions of harms and risks of addictive behaviors, and the use of social marketing. Based on the findings of qualitative research with two focus groups, eighteen addictive behaviors were selected and further examined for the strength, danger, hard to stop, and ease of addiction. Quantitative survey identified smoking as the second easiest to get addicted to and the hardest to quit addictive behavior after drugs. Alcohol use was the second most dangerous to get addicted after drug taking. The findings of qualitative and quantitative research are discussed and recommendations on the use of social marketing as a health communication tool for promotion of healthy and reduction of risky behaviors are provided.

Keywords: Social Marketing, Addictive Behaviour, Mixed Methods Research

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Variations of Geomagnetic Dst-index and Seismicity at Northern Tien-Shan

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Abstract

On the Northern Tien-Shan in the recent past, there have been several catastrophic earthquakes: Verny (1887, $M=7.3$); Chilik (1889, $M=8.3$); Kemin (1911, $M=8.2$). Because of such strong events are possible here in the future, the search for earthquake precursors for this area is relevant. Some years ago, Sobolev et al. [2001] have revealed an influence of geomagnetic storms on seismicity. They showed, in particular, that in Northern Tien-Shan the number of earthquakes increases within a few days after the sudden onset of geomagnetic storm (SSC). In our work, we attempted to identify the image-signal of seismic precursor in variations of geomagnetic Dst-index, which describes geomagnetic storm. Data on earthquakes with $K \geq 11.0$ occurred in area 42.8-43.5N, 76-78E in 1970-2010 (23 events) have been analyzed. Time of earthquake occurrence was taken as a "key event". Using the superposed epoch method, the averaged distribution of hourly Dst values was obtained for 432 hours (18 days) before and after a key event. It is found that a precursor image-signal has a pattern of geomagnetic storm with clear evident both the sudden onset, main and recovery phases as well. On average, earthquakes with $K \geq 11.0$ tend to occur at recovery phase about of 12 days after the sudden onset. The result confirms earlier findings by Sobolev et al.[2001] and it needs to be proved at other seismic areas of our planet.

Keywords: variations. Geomagnetic storms, seismic

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Attraction Of Professorate Of High Qualification To The University As Important Task Of Its Transformation Into A World-Class University: The Experience Of Asia And Kazakhstan

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Abstract

To effectively develop a national system of education in various countries - in Kazakhstan as well as throughout Asia - it is necessary to strengthen research activity in higher education institutions. The article deals with the transformation of research universities of Asia and Kazakhstan into world-class universities: studying the quality of academic staff, and main strategies for attracting highly qualified professorate to universities. We would like to identify the main ways of attraction of professorate of high qualification to universities for the purpose of their transformation into world-class research universities: forms of encouraging faculty to carry out research at the international level; personnel policy is directed at recruitment of faculty on the basis of full employment; reducing the teaching workloads for faculty and increasing the flexibility of professorate time allocation; progressive increase in salary and compensation packages etc. We would like to emphasize that the methodological basis of this research includes the system method, the resource approach, the analysis of pedagogical, psychological, social and economic, social literature, the comparative and theoretical analysis of foreign practices, the content analysis, etc. The strategies for improvement of the quality of academic staff and concentration of talents offered by us on the basis of analysis of policies of transforming tertiary education institutions in China, Singapore and South Korea are definitely of interest to domestic higher education institutions striving to reach the world-class level.

Keywords: Professorate, Transformation, Education, Methodological

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The Exploratory Study on the Relationships among Taiwanese College Students' Construal-level, Gratitude and Intimate attachment

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Abstract

The purpose of the study was to explore relationships of Taiwanese college students' construal-level, gratitude and intimate attachment. This study adopted the questionnaire survey. The research objects were college students in Taiwan. The Behavior Identification Form, the Inventory of Undergraduates 'Gratitude (IUG) and the Experiences in Close Relationships-Revised (ECR-R) Questionnaire were used as the research tools. There were 139 valid questionnaires. The collected data were analyzed by descriptive statistics, Pearson product-moment correlation and multiple linear regressions. The results were as following : 1. Taiwanese college students are of medium level in construal-level and intimate attachment, but of above medium level in gratitude. 2. Construal-level and gratitude was significant positive correlation. Gratitude and intimate attachment was significant positive correlation. Construal-level and intimate attachment was significant positive correlation. 3. "Cherish what you have "for "attachment-related avoidance" had a significant prediction effect. "cherish what you have "and "appreciate the moment "for construal-level had a significant prediction effect. On the basis of research results, this paper puts forward the suggestions of facilitating gratitude applied to Taiwanese college students' mental health adaptation and researches.

Keywords : Taiwanese college students, construal-level, gratitude, intimate attachment.

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Religious Education In A Comparative Perspective:
Kazakhstan's Searching
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Abstract

Together with the achievement of political independence, and the ensuing spiritual, more specifically, Islamic awakening in the Republic of Kazakhstan has experienced a revival of Islamic education, which from the beginning of 90-ies of XX century gradually became widespread. In the early years of building a new society educational institutions that have assumed the responsibility for the mission of spreading religious education, appeared without any system, each of them carried out the educational process independently from each other, according to their program, plans, visions and facilities. Due to the lack of any central regulatory authority, to coordinate the preparation of the much needed skilled professionals specialists in Islam, there was no unified model curriculum in this area. Activity of new educational institutions was stripped on the one hand of the technical and methodological support from the government, on the other hand there was no control from the Ministry. Since 2011 religious education in Kazakhstan has been injected under state control. To strengthen its presence in the training of imams and teachers of Islamic religious institutions the Ministry of education and science decided to open a new specialty and allocate additional state grants to future imams. Thus, the state attempts to create an alternative to foreign religious education and to prepare qualified personnel. However, there is no well-designed and formally approved concept of religious education today in Kazakhstan. Over the years, government organizations are developing concepts of educational policy in general, avoiding the delicate area of religious education, although the educational structure and curricula for training religious scholars and religious figures are available. A project to introduce the subject "Fundamentals of Religious Studies" is implementing in public schools. Thus, the process has begun.

Keywords: Comparative Perspective, spiritual, additional

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**TRACK C: ENGINEERING & APPLIED
SCIENCES**



Biochemical composition of vegetable raw materials and the impact of dosage on the properties of processed cheese

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Abstract

This article provides information on the biochemical composition of leaves of *A. odorum*. The leaves of wild onions revealed a high content of vitamin C, macro- and microelements and other biologically active substances, indicating high nutritional and vitamin value and prospects of these species for use as fillers in the dairy industry. There will be researched a possibility of *Allium odorum* usage as an addition for new processed cheese production and an influence of plant raw material dosage on structure of the processed cheese. *odorum* refers to green vegetable plants, rich enough variety of biologically active substances. Unlike other perennial species of onion, *A. odorum* characterized by low fiber content (1.1-1.8%) and a relatively high solids content (in the bulb up to 17% in the leaves 10.5-11.3%), sugars (10.9-12.1%). The sugar content in *A. odorum* exceeds that of onion. (Beshlei I.V. et al., 2011, №1, T. 47, no. 1.) Processed cheese is a dairy product manufactured by adding suitable emulsifying salts (e.g. sodium salts of phosphates, polyphosphates and citrates) to natural cheese in the presence of heat and constant agitation. Other optional dairy (butter, skim milk powder, whey powder, coprecipitates, casein, caseinates, rework – processed cheese that is reused as a blend ingredient in later batches of processed cheese product, etc.) and non-dairy ingredients (water, vegetables and spices, meats, flavourings, colourings, salt, hydrocolloids, preservatives, etc.) can be added into the mixture. Some of the dairy and non-dairy ingredients could contain various polysaccharides, disaccharides (especially lactose or saccharose) and monosaccharides (e.g. glucose, galactose, etc.) (Guinee, Caric', & Kala'b, 2004; Lee, Anema, & Klostermeyer, 2004).

Keywords: Allium Odorum, Processed Cheese, Mineral Composition

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Multi-State Phenomena and Hysteresis of Counterflow Flame over Tsuji Burner

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Abstract

This investigation focuses on flame hysteresis in a porous cylindrical burner. This hysteresis is caused by different operation procedures of experiment. Gradually increasing inflow velocity can transform the envelope flame into a wake flame. The blow-off curve is plotted by determining every critical inflow velocity that makes an envelope flame become a wake flame at various fuel-ejection velocities. In contrast, reducing the inflow velocity can transform the wake or lift-off flame into an envelope one. The reattachment curve can be obtained by the same method to explore the blow-off curve, but the intake process is reverse. However, these two curves are not coincident, except at the origin. The discrepancy between them is called hysteresis, and it results from the difference between the burning velocities associated with both curves. At the lowest fuel-ejection velocity, no hysteresis exists between two curves because the difference between burning velocities is almost zero there. Then, raising the fuel-ejection velocity enhances hysteresis and the discrepancy between the two curves. However, when the fuel-ejection velocity exceeds a critical value, the intensity of hysteresis remains almost invariant and causes the two curves parallel to each other.

Keywords: Hysteresis, Blow-Off, Tsuji Burner, And Counterflow Flame

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Potential for Energy Production due to Salinity Gradient. Case Study: Lake Urmia-Zarrineh Rud Rive, Iran

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Abstract

Whenever two liquids with different Gibbs free energies are mixed, spontaneous energy is released, which may be converted to electric energy. Significant amounts of energy are released when low salinity rivers discharge into saline lakes (Post et al., 2007). The present article focuses on the quantification of the electric energy production potential at the mouth of Zarrineh Rud River into Lake Urmia (one of the most hypersaline lakes of the world), in Northern Iran. Based on field measurements and thermodynamic calculations, the theoretical energy production of the above system has been calculated between 400 and 1000 MW, while the technical potential is estimated between 80-300 MW. A number of processes are available for the production of electricity from salinity gradients, with pressure retarded osmosis (PRO) and reverse electro dialysis (RED) being the most promising (Nijmeijer & Metz, 2010). The present study has focused on the PRO process. The expected revenue of such project is a function of power density and lifetime expectation of membranes, membrane cost and sale price of electric energy. Our calculations indicate that the project shall be viable if membranes with power density above 5 W/m^2 and 10 years lifetime expectancy or 10 W/m^2 and 5 years lifetime expectancy will be used. The cost of membranes is the determined cost of the total budget. For a 25MW plant the membranes cost has been estimated between 75-150 million USD (assuming membrane cost of 30 USD/m^2), while the production cost of electric energy from a full-scale PRO plant is expected to be between 65-130 USD/MWh (similar to the cost from other renewable sources).

Keywords: Gibbs free energy, Salinity Gradient, Blue Energy, Pressure Retarded Osmosis, Urmia Lake

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Improvement Of Company's Performance Through Information Technology Infrastructure Library (Itil) Methodology

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Abstract

In the article, researchers are trying to find a way to minimize the costs of IT-department and make the work more efficient. For that purpose ITIL methodology were used. In general, ITIL methodology can be applied to any entity regardless of its size, type and industry. Thus, processes have been automated in the company LLP "Delta-K". In of the economic crisis, there is now a growing interest in the implementation of processes in accordance with the methodology of ITIL and ITSM. To implement the project, the following processes have been selected: Incident Management Process, Configuration Items Management, Change Management process, User Interaction and Problem Management Processes. At this stage, processes were selected because they are the most necessary processes for the IT department. The results achieved allows IT department of the organization to provide timely support for service requests and new business initiatives: implement changes and maintain the stability of the current work, as well as reduce the risks associated with them. In addition, availability of the documents that describes the work management processes, performance indicators for the processes helps to ensure that the services are delivered on best-practice basis. The methodology developed assumes continual improvement of the services.

Keywords: Automated, Infrastructure, Indicators

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The Method Of Determining The Number Of Dependent Constraints Using Zero Transformation Parameters Of Coordinate Systems

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Abstract

Known formulas for determining the degrees of freedom contain an additional unknown variable called the dependent constraint (also known as a repetitive or redundant constraint in the literature). Existing methods for determining the number of dependent constraints are applicable to a limited number of mechanisms or require complex calculations. This paper proposed a method of kinematics based on the use of the zero transformation parameters of coordinate systems to determine the number of dependent constraints in the analysis of the topology structure of closed-loop mechanisms and manipulators. It is proven that the number of transformation parameters equal to zero depends on the rank of the coefficient matrix of the system of linear equations derived from the general equations of dynamics. It was found that the number of dependent connections is equal to the least number of zero parameters (coefficients equal to zero) in each equation of the system. When there is a certain number of dependent constraints, the DOF of single-loop and multi-loop closed mechanisms can be determined by their known dependencies. As an example, the method of zero parameters was used to analyse the topology structure of the Bennett mechanism. As a result, the real degree of freedom of the Bennett mechanism ($W=1$) was defined, which cannot be defined by any of the well-known DOF formulas. Thus, the versatility and accuracy of the proposed method was confirmed, based on the determination of the number of dependent links with zero conversion options. It is demonstrated that the use of the method of zero parameters in the process of synthesis allows for building rational mechanisms.

Keywords: Topology structure, transformation parameters, analysis, Degree of Freedom, dependent constraints.

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Dynamics Of The Heat Flux Components Of The Electrical Arc Entering Into Electrodes

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Abstract

The estimation of a heat flux entering electrode from the electrical arc is very important in the fields of low temperature plasma technologies, electrical circuit breakers, welding and for many other applications. The mathematical model describing dynamics of the arc heat flux components is based on the nonlinear Stefan problem for the spherical heat equation. This model is a further development of the arc model presented in [1]-[3]. It contains the Mackeown equation, the Richardson-Dushman equation, the balance of electron and ion current densities, the Bade-Yos formula, the equation of the plasma state, the equation for the rate of evaporation, and the equation for the effective potential of ionization. The calculation was carried out for the arc burning on the tungsten electrodes in the helium atmosphere. The results of calculation of the arc erosion is compared with experimental date. It was found that at the initial stage of arcing ($0 \leq t \leq 10^{-3} s$) the cathode heating occurs only due to the ion bombardment, the plasma radiation and the inverse electrons. The heat losses for the electron emission and evaporation are negligible. At the next stage the electron emission current increases and becomes predominant, the ion current density component decreases sharply and the resulting heat flux into cathode decreases three times. After 10 s from the arc appearance the heating process becomes stationary. The conclusion from this result can be formulated as following. The non-stationary process of the redistribution of the arc heat flux components occur in a millisecond range and not important for plasma generator applications. On the contrary they are very important for the arc in electrical apparatus.

Keywords: Electrical Arc, circuit breakers, Into Electrodes

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**Analytical Solution Of The Two Phase Stefan Problem
By Heat Polynomials And Integral Error Functions
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Department of mathematics and natural sciences Suleyman Demirel
University Kazakhstan

Abstract

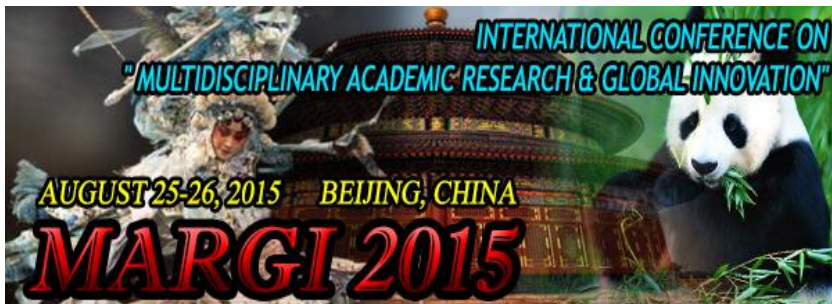
Analytical solution of two phase Stefan Problem with degenerate domain at the initial time is represented. The solution is based on the use of Integral Error Functions and heat polynomials. The main idea of the method is to find coefficients of linear combination of Integral Error Functions and heat polynomials which a priori satisfy the heat equation.

Keywords: Two phase Stefan problem, Integral Error Functions, heat polynomials, moving boundaries, degenerate domain

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- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

For more details visit www.globalilluminators.org

2nd INTERNATIONAL CONFERENCE ON
“Innovative Trends in Multidisciplinary Academic Research”
(ITMAR-2015)



Date: October 20-21, 2015

Venue: Istanbul Gonen Hotel, Istanbul, Turkey.

Conference Email: mtar2015@globalilluminators.org

Abstract Submission Date: August 20, 2015

Full Paper Submission Date: August 30, 2015.

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Emerging Trends in Academic Research”

(ETAR-2015)



Date: November 25-26, 2015

Venue:Trans Resort & Hotel, Bali, Indonesia.

Conference Email: etar2015@globalilluminators.org

Abstract Submission Date:September 20, 2015

Full Paper Submission Date:September 30, 2015.

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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3rd INTERNATIONAL CONFERENCE ON
“Innovation Challenges in Multidisciplinary Research &
Practice”

(ICMRP-2015)



Date: December 15-16, 2015

Venue: Novotel Hotel, Singapore.

Conference Email: icmrp2015@globalilluminators.org

Abstract Submission Date: October 20, 2015

Full Paper Submission Date: October 30, 2015.

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2nd INTERNATIONAL CONFERENCE ON
“Global Issues in Multidisciplinary Academic Research”
(GIMAR-2016)



Date:February 01-02, 2016

Venue:Hotel Grand Flora Dubai, UAE.

Conference Email: gimar2016@globalilluminators.org

Abstract Submission Date:October 30, 2015

Full Paper Submission Date:December 15, 2015.

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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2ndINTERNATIONAL CONFERENCE ON
“Multidisciplinary Innovation in Business Engineering
Science & Technology”
(MI-Best 2016)



Date: FEBRUARY 23-24, 2016

Venue: Century Park Hotel Manila Philippine

Conference Email: MIBEST2016@globalilluminators.org

Abstract Submission Date: January 10, 2016

Full Paper Submission Date: February 10, 2016

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
- Multidisciplinary and Interdisciplinary Studies

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**3rd INTERNATIONAL CONFERENCE ON
“Trends in Multidisciplinary Business and Economic
Research”
(TMBER- 2016)**



Date: March 25-26, 2016

Venue: Holiday Inn Bangkok Silom, Thailand

Conference Email: tmber2016@globalilluminators.org

Abstract Submission Date: March 10, 2016

Full Paper Submission Date: March 15, 2016

**Selected conference papers will be published in special
/regular issue of ISI/Scopus indexed journals associated
with this conference.**

Conference Main Tracks

- Business , Management and Economics Studies
- Health and Medicine Studies
- Engineering & Technology Studies
- Social Science & Humanities
- Physical Life and Applied Sciences
- Regional and Religious Studies
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“Our mission is to persistently nurture the values to promote the human rights, institutional and academic development through quality research contributions. Our unique human capital with constructive attitude is committed to bring change in all spheres of life by using innovative research and intellectual skills. We are here to research and promote the development, prosperity and transparency across the globe without any discrimination”.

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International Conference on “MULTIDISCIPLINARY INNOVATION IN ACADEMIC RESEARCH”

MIAR 2015

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