



YESSENOV
UNIVERSITY

APPROVED
By the decision of the Research Council
(Protocol № 4 dated 10/02/2021)

POSITION
ON THE ORDER OF PUBLICATION OF MONOGRAPHS AT YESENOV
UNIVERSITY

AKTAU 2021

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1. PURPOSE AND SCOPE OF APPLICATION

The Regulation on the procedure for publishing monographs at Yesenov University (hereinafter referred to as the Regulation) was developed in order to establish a unified procedure for the preparation, registration and publication of scientific monographs at the Caspian University of Technology and Engineering named after Sh. Yesenov (hereinafter referred to as the University).

This Regulation complies with the requirements of the legislative acts of the Republic of Kazakhstan and the organizational and administrative documentation of the University:

- The Law of the Republic of Kazakhstan "On Education" dated 27.07.2007 (with amendments and additions as of 07.07.2020);
- The Law of the Republic of Kazakhstan "On Science" dated 18/02/2011;
- Charter of the NAO "Caspian University of Technology and Engineering named after Sh. Yesenov", approved by the order of the Chairman of the State Property and Privatization Committee of the Ministry of Finance of the Republic of Kazakhstan No. 11933-1943 dated 04/06/2020.

2. DEFINITIONS AND ABBREVIATIONS

Yesenov University, University - NAO "Caspian University of Technology and Engineering named after Sh. Yesenova".

Monograph - a scientific or popular scientific book publication containing a complete and comprehensive study of a single problem or topic and belonging to one or more authors (collective monograph) (GOST 7.60–2003).

IS - the University's Research Council.

SRW- Scientifically research work.

UDC - Universal decimal classification

LBC- Library and bibliographic classification.

ISBN - The International Standard Book Number (English: International Standard Book Number, abbreviated as ISBN) is a unique number of a book publication necessary for the distribution of a book in retail chains and automation of work with the publication.

3. GENERAL PROVISIONS

3.1 The publication of monographs is one of the forms of scientific activity of the University. The purpose of the publication of the monograph is to summarize the results of original scientific and applied works performed at the University, other scientific and industrial organizations or universities.

3.2 A monograph is considered to be a publication that has undergone appropriate editorial and publishing processing with a presentation of the results of the author's (authors') research (hereinafter referred to as the Author) in printed or electronic form. The socio-functional purpose of the monograph is to publish the results of scientific research and achievements, to promote the further development of scientific research, and to introduce the results of scientific research into the educational process of the University.

3.3 Monographs created by the authors – full-time employees of the University, or by author groups in which at least one author is a full-time employee of the University are accepted for consideration at the University.

3.4 No more than 5 authors are allowed in a collective monograph. If the sections of the manuscript are heterogeneous and cannot be reduced to a single problem, the manuscript is considered a collection of scientific papers.

3.5 Submitted monographs must meet the following criteria:

- Monothematic: a complete and systematic presentation of one topic or several closely related topics;
- competence: the monograph should contain the results of the Author's scientific research; if the monograph is a generalization of scientific data from other studies, it should contain the Author's reasoned opinion on the significance of the results and scientific positions of the cited research;
- correctness of presentation: must use a modern apparatus accepted by the scientific community (terminology, classification, nomenclature, etc.);
- novelty: new scientific concepts, ideas, original hypotheses formulated independently by the Author based on the analysis of already known (published, tested) scientific facts should be presented;
- relevance: the presented methodological apparatus, specific results and the logic of their analysis and interpretation should correspond to the current level of development of science and production;
- reliability: the submitted own factual material should be based on generally recognized and reproducible research technologies;
- continuity: The author should analyze (cite) the main publications of other researchers corresponding to the topic of the monograph.

4. THE PROCEDURE FOR REVIEWING, APPROVING AND PUBLISHING THE MONOGRAPH

4.1 Monographs are submitted for consideration to the IP of the University at the request of faculties (schools, academies).

4.2 The monograph submitted for consideration to the IP is accompanied by:

- an extract from the minutes of the meeting of the Educational and Methodological Council of the faculty (school, academy) on the expediency of publication;
- extract from the minutes of the meeting of the department on the expediency of publication;
- two reviews from experts in the field (internal and external) with signatures and seal (original, copies);
- certificate of entry of information into the state register of rights to copyrighted objects (copy).

4.3 The main structural elements of the monograph and the requirements for its design and volume are presented in appendices 1,2,3 to this regulation.

4.4 After the approval of the IP, monographs are included in the annual publication plan of scientific literature.

4.5 IS primarily considers and recommends for publication monographs related to the defense of dissertations for the degree of Doctor of Sciences.

5. FINANCING AND REPLICATION OF THE PUBLICATION

5.1 The publication of the monograph is financed by the author(s) and external sponsors. The minimum circulation of the monograph is 10 copies.

5.2 The circulation of the monograph, paid for from the University's funds, is carried out in accordance with the order approving the tariffs of educational and related services provided by the University.

6. VALIDITY PERIOD AND PROCEDURE FOR MAKING CHANGES

6.1 This Regulation comes into force from the moment of its approval by the decision of the Research Council and is valid until its cancellation.

6.2 Amendments and additions to this Regulation are made by preparing a draft Regulation in a new version by the head of the Department of Science and Research of the University.

THE MAIN STRUCTURAL ELEMENTS OF THE MONOGRAPH, DESIGN AND VOLUME REQUIREMENTS

The structure of the monograph

The structural elements of the monograph are:

- the title page;
- Table of contents;
- content;
- regulatory references;
- definitions;
- designations and abbreviations;
- Introduction;
- chapters of the main part;
- conclusion;
- bibliographic list;
- applications.

1. The title page - the initial book leaf of the publication, on which the main output information is placed, allowing to distinguish it from all other publications and serving as the main source for a bibliographic description. It is issued according to GOST 7.0.4-2006.

On the front page of the title page, the following are indicated:

- headline data (part of the output information placed at the top of the title page – the name of the organization on whose behalf the publication is issued, data on the series in which this publication is included (if this publication is serial));
- information about the authors;
- the title;
- subtitle data;
- output data (city, year) – at the bottom of the page.

The turnover of the title page - the location of a number of output data:

- classification indexes of UDC and BBK;
- recommendations for the publication of the NTS of the University (Protocol No., date);
- information about reviewers, scientific editor (if any);
- description of the publication (surname and initials of the author(s), title, type of publication, city, publisher, year, volume of the monograph);
- when the monograph is reissued, the publication number;
- international standard ISBN book number (in the left corner);
- abstract (at least 150 words);
- International standard ISBN book number (in the lower left corner);
- copyright protection mark, surname and initials of the author(s), publisher, year of receipt of the security document (in the lower right corner).

2. Table of Contents - (the preface of the publication) is an important element of the reference and accompanying apparatus of the book, giving a general idea of the structure of the book and its problems. The table of contents should include all sections and subsections of the text that have independent meaning.

3. Introduction - this is an integral part of the main text of the publication. It guides the reader in his further work with the book. This is usually a brief historical essay that prepares the reader to understand the current state of problems and phenomena, an exposition of the basic concepts and disclosure of basic terminology, a review of views, literary sources or experimental data; justification for the formulation and development of the topic.

4. Chapters of the main part - they reveal the content of the monograph, provide a consistent, complete and reasoned presentation of it. All materials that are not essential for understanding the solution of a scientific problem are included in the appendices.

5. Conclusion - the result of the presentation of the material. It assumes the presence of a generalized final assessment of the work done. At the same time, it is important to indicate what its main meaning is, what important side scientific results have been obtained, what new scientific tasks have been outlined as a result of the research.

6. Bibliographic list - it includes the main literary sources recommended by the author for in-depth study of the topic. The list should be drawn up in accordance with GOST 7.1-2003 and/or GOST 7.0.5-2008.

If the monograph contains a list of references as a completely independent part of the text of the publication, and there are no references to sources from the list of references in the text of the monograph, then entries in such a list are made according to GOST 7.1-2003 – Bibliographic record. Bibliographic description. General requirements and rules of compilation, i.e. with the duplication of the names of the authors (one, two or three) behind a slash.

If the monograph contains a list of literature, all sources of which are referenced in the text of the publication (item numbers from the list or the names of the authors / names of sources in square brackets), then the bibliographic description is performed according to GOST 7.0.5-2008 – Bibliographic reference. General requirements and rules of compilation, i.e. the names of the authors (one, two or three) are given in the title – before the title, without duplication beyond the slash.

Thus, either there should be no references in the text of the publication at all (list of references according to GOST 7.1-2003); or there should be references to all sources from the list of references (list of references according to GOST 7.0.5-2008).

7. The application - an additional part to the main text. The purpose of the application is to supplement the main content with materials that are either impractical or impossible to enter into the main text at all or in full, or it is more convenient for the reader to allocate to an independent reference section.

8. Monograph - a publication with the required volume may be recognized. The volume of the monograph accepted for publication at the University must be **at least 110** sheets.

9. Illustrations and tables - they have end-to-end numbering, are included in the volume of the monograph at the rate of 3,000 cm² of the image area on the page of the publication - 1 author's sheet (conditionally - 5 A4 pages filled with an image by 75%). In monographs accepted for publication at the PGGPU, illustrations are allowed only in black and white (shades of gray) graphic (not photographs!), suitable for printing by the monograph method. The photo resolution is at least 300 dpi in Jpeg, jpg, tiff format.

This appendix is compiled in accordance with the system of standards for information, library and publishing (SIBID), which define the requirements for the design of publications, contain a list of necessary and sufficient information and the procedure for their presentation in publishing products, as well as regulate the requirements for the information and bibliographic apparatus of the publications themselves.

GOST ST RK 1.3-2000 State system of standardization of the Republic of Kazakhstan. The procedure for the development, coordination, approval and state registration of technical specifications.

GOST ST RK 1.7-2003 State system of standardization of the Republic of Kazakhstan. The procedure for planning standardization work has been introduced for the first time

GOST 1.9-2007 State system of technical regulation of the Republic of Kazakhstan. The procedure for the application of international, regional and national standards and other normative documents on standardization in the Republic of Kazakhstan - Introduced in place of ST RK 1.9-2003

GOST ST RK 1.12-2000 State system of standardization of the Republic of Kazakhstan. Normative text documents. General requirements for construction, presentation, design and content - Introduced for the first time.

GOST ST RK 1.13-2005 State system of standardization of the Republic of Kazakhstan. Services of government agencies. General requirements - Introduced to replace ST RK 1.13-2000

GOST ST RK 1.14-2004 State system of standardization of the Republic of Kazakhstan. Standards of organizations. Types and procedure of development. - Introduced to replace ST RK 1.14-2000 and ST RK 1.4-99

GOST 7.1-2003 – Bibliographic record. Bibliographic description.

General requirements and rules of compilation

GOST 7.0.5-2008 – Bibliographic reference. General requirements and rules of compilation.

**SH.YESEN OV CASPIAN UNIVERSITY OF TECHNOLOGY AND
ENGINEERING**

A.I.ESTURLIEVA

AKTAU CITY ENTREPRENEURSHIP DEVELOPMENT MAP

Monograph

AKTAU 2021

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BBK 65.290-101
E70

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In order to create favorable conditions for the effective development of small and medium-sized businesses, in accordance with the Program "Employment Roadmap 2020", a real Map of Aktau entrepreneurship development for 2016-2018 has been developed.

The purpose of developing a business development map in Aktau is to develop a competitive strategy for the development of the city based on the activation of resource and economic potential, through a thorough analysis of socio-economic indicators of the development of the studied region, evaluating the effectiveness of potential opportunities for expansion and development of the entrepreneurial environment for further growth of the well-being of the city's population. As well as the organization of sustainable and productive employment, reducing and preventing the growth of unemployment, the intensification of entrepreneurial activity of the population, thanks to the creation of favorable conditions for the development of entrepreneurship with the assistance of the state.

In order to achieve the set goals and objectives, an analytical block is presented when developing a business development map. The block includes an analysis of the current situation, conclusions and identification of priority areas, the development of a concept for the development of entrepreneurial activity of business structures of the city with the provision of a list of investment projects, an analysis of the necessary resources and sources of financing, and an action plan for the implementation of the map.

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