

ЖШС «Кенжеғали Сағадиев атындағы  
Халықаралық Бизнес Университеті»



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№ 206 от 01.03.24  
на № \_\_\_\_\_ от \_\_\_\_\_

**Committee for Quality Assurance in the Field of Science and  
Higher Education of the Ministry of Science and Higher  
Education of the Republic of Kazakhstan**

University of International Business named after Kenzhegali Sagadiyev requests on the website of the Committee for Quality Assurance in the Field of Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan to publish information about the defense of a dissertation (in the form of a dissertation) for the degree of Doctor of Philosophy (Ph.D.) Soldatenko Tatyana Anatolievna on the topic: "The impact of customer intelligence on the marketing performance of SMEs: a practical application" in the specialty "8D04106 - Marketing".

The dissertation work was performed at University of International Business named after Kenzhegali Sagadiyev at the Department of Management and Business.

The form of defense is a dissertation work.

The language of defense is English.

**Official reviewers:**

1. **Tleuberdinova Aizhan Tokhtarovna** – Doctor of Economics, Professor, Chief Researcher, Institute of Economics of the Science Committee of the Ministry of Education and Science, Almaty, Kazakhstan.

2. **Davletova Maira Turysbekovna** – Candidate of Economic Sciences, Research Professor at Turan University, Almaty, Kazakhstan.

**Scientific consultants:**

1. **Yessimzhanova Saira Rafikhevna** – domestic scientific consultant, Doctor of Economics, Professor at Kenzhegali Sagadiyev University of International Business, Almaty, Kazakhstan,

2. **Faizan Ali** – foreign scientific consultant, Ph.D., Professor, School of Hospitality and Tourism Management, University of South Florida, USA.

**Temporary members of the Dissertation Council:**

1. Roman Roaldovich Sidorchuk – Doctor of Economics, Professor of the Marketing Department of the Higher School of Business of the Higher School of Economics, Moscow, Russia.

2. Smykova Madina Raisovna – Candidate of Economic Sciences, Professor of the School of Management, AlmaU, Almaty, Kazakhstan.

3. Akhmetova Zauresh Bolatkhanovna – Candidate of Economic Sciences, Associate Professor, Department of Business Technologies, Al-Farabi Kazakh National University, Almaty, Kazakhstan.

4. Abdunurova Assem Abdunurovna – Ph.D., Associate Professor, Dean of the Faculty of Economics and Entrepreneurship of the Kazakh-German University, Almaty, Kazakhstan.

5. Nietalina Gaukhar Kudaibergenovna – Candidate of Economic Sciences, Associate Professor of the Department of Marketing and Logistics, Director of the Department of Doctoral Studies at Turan University, Almaty, Kazakhstan.

6. Amerkhanova Altyn Boranbaevna – PhD, Associate Professor of the Department of Management at L.N. Gumilyov Eurasian National University, Astana, Kazakhstan.

The defense will take place online on **March 27, 2024, at 2:30 p.m.** at the Dissertation Council in the fields of sciences 8D04103-Finance, 8D04101-Economics, 8D04106-Marketing, 8D04102-Management at the University of International Business named after Kenzhegali Sagadiev in a live online broadcast on the Microsoft Teams platform at the link: <https://inlnk.ru/84p7ao>. The offline format will be held at the address Abay 8a.

Website address: <https://uib.edu.kz/dissertation-council/>

**Chairman of the Dissertation Council  
Cand. Sc. (Econ.), Associate Professor**



**Kireyeva A.A.**

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