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**Information letter**

**Round table discussion "The role of artificial intelligence in business"**

**Alikhan Bokeikhan Universities**

**Saint Petersburg State Forestry University**

**Dear colleagues!**

We invite you to participate in the round table "The role of artificial intelligence in business", which will be held online on February 17 at 14.30 (Astana time).

The round table was organized by the ABU International Business School and the Department of Business and Management in conjunction with the Department of Economics, Accounting and Analysis of Economic Activity of the Saint Petersburg State Forestry University.

**Moderators and speakers of the round table:**

**Koichubayev Alexandr Sergeyevich,** Rector of Alikhan Bokeikhan University, PhD, MBA. **Welcome speech.**

**Blagoev Vesselin,** Director of the International Business School of Alikhan Bokeikhan University, Professor. **International experience in the application of AI technologies in business.**

**Tereshchenko Svetlana Viktorovna,** Candidate of Economics, Associate Professor of the Department of Economics, Accounting and Analysis of Economic Activity of Saint Petersburg State Forestry University. Head of the International Cooperation Department. **Artificial intelligence and sustainable development.**

**Elena Pavlovna Shustova,** Vice-Rector for International Cooperation, Alikhan Bokeikhan University, PhD, MBA. **The role of AI in business: strategic advantages.**

**Mikhail Yevgenyevich Yanenko,** PhD in Economics, Associate Professor of the Department of Economics, Accounting and Business Analysis at Saint Petersburg State Forestry University, expert in the scientific and technical field of the Ministry of Science and Higher Education of the Russian Federation. **Interaction marketing in the context of artificial intelligence development: technologies, tools, business models.**

**Orynbassarova Aizhan Abeukhanovna,** Head of the Department of Business and Management at Alikhan Bokeikhan University, PhD.

**Moldazhanov Marat Betimbaevich,** Director of the Institute of Advanced Training and Additional Education, PhD. **The role of digital skills of company employees to improve business efficiency in modern conditions.**

**Mazov Aset Mirkhanuly,** Senior Lecturer, Department of Information Science, Alikhan Bokeikhan University. AI Application Possibilities in Business: Technical Aspects.

**Polyanskaya Olga Alekseyevna,** Candidate of Economics, Head of the Department of Economics, Accounting and Analysis of Economic Activity of Saint Petersburg State Forestry University. **The digital ruble: an analysis of prospects and consequences.**

Participation in the event is free of charge.

The link to connect will be sent to the participants on February 14, 2025.

**Participant registration form:**

Full name in Russian

Email address

A mobile phone number with WhatsApp (for sending information about the seminar and a link to connect)

Place of work

**The deadline for submitting applications is February 10, 2025.**

The application for participation must be sent to the following address: [oms\_abu@mail.ru](mailto:oms_abu@mail.ru) **(address with an underscore)**