



To Rectors of Universities (according to the list)

INFORMATION LETTER

III International Competition of Students Research Work in the field of marketing and sociological research starts 28 September, 2017. The Competition is organized by Kazakhstan Association of Professional Researchers of Public Opinion and Market (KAPRPOM), Almaty Management University and Financial University under the Government of Russian Federation.

Almaty Management University is the entrepreneurial, socially responsible world-level university, the first business university in Kazakhstan and Central Asia, one of the top 217 universities in the world, having the accreditation of the Association of MBA (UK, London) in Kazakhstan and Central Asia.

Since 2002 KAPRPOM has become internationally recognized organization including such members as “BISAM Central Asia”, “BRIF Research Group”, Public Opinion Research Center, “Sange” Research Center, marketing agency “ISAS”, “GfK Kazakhstan” International company, “IPSOS” international company, “Alvin Market” agency, “Elim” Business Decision Center. KAPRPOM unites the leading marketing and sociological organizations of the Republic of Kazakhstan.

The purpose of the III International Competition of Students Research Work in the field of marketing and sociological research is the formation of intellectual potential and development of creative initiative and analytical thinking of students.

All students of higher educational institutions are invited to participate in this competition.

The rules of the competition can be found in the Regulations of the competition attached to this letter or on websites (www.almau.edu.kz), (www.kaprior.kz)

Yours sincerely,

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