

**The 7th International Conference on Engineering & MIS 2021**  
**11-13 October 2021**  
**Almaty, Kazakhstan**

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**Monday, October 11**

13:00-13:20	<p><b>OPENING Ceremony for ICEMIS 2021</b>  <b>Askar Khikmetov, Rector of IITU</b>  <b>Shadi Aljawarneh, Director of Information Technology and Communications Center, Jordan University of Science and Technology</b>  <b>Arturo Lavallo, Head of Research &amp; Development Department, Università degli Studi Guglielmo Marconi, Rome, Italy</b></p>	
13:20-13:50	<p><b>Plenary talk 1:</b>  <b>Keynote Speaker:</b> <i>Vladimir Jotsov, University of Library Studies and Information Technologies, Sofia, Bulgaria</i>  <b>Research Interests:</b> Multiagent System, Cyber Security, Blockchain, Machine Learning, Data Science, Data Mining  <b>Topic:</b> Data-Driven Applications and Deep Modelling Puzzle Methods for better Data Selection  <b>Chairman:</b> Yevgeniya Daineko</p>	
13:50-14:40	<p><b>Section-1:</b>  <b>Computing &amp; Applications</b>  <b>Telecommunication &amp; Networks</b>    <b>Room Chair: Sabina Rakhmetullayeva</b></p>	<p><b>Section-2:</b>  <b>Language and Technology</b>  <b>Education in ICT</b>  <b>Management Information Systems (MIS) and Cyber systems</b>  <b>Room Chair: Timur Ananyev</b></p>
13:50-14:00	<p>Design and Analysis of Activation Functions Used in Deep Learning Models    <i>Sahithi Pola, Rajasai Bandaru, Sai Anirudh Patel Thadem, Keerthi Pendyala and Vangipuram Radhakrishna</i></p>	<p>Development of a Web-resources Testing System for Compliance with GDPR Regulation    <i>Saule Amanzholova, Azhar Sagymbekova and Darya Akhmetova</i></p>
14:00-14:10	<p>Mobile Device Usability Testing: A Contrast of Various Operating Systems</p>	<p>Application of Innovative Methods in Teaching Russian to Students Majoring in IT</p>

	<i>Naser F. M. El-Firjani, Ebitisam K. Elberkawi and Abdelsalam M. Maatuk</i>	<i>Tolkyn Toktarova and Togzhan Aitkazina</i>
14:10-14:20	Hand Gesture Recognition Methods and Applications: A Literature Survey  <i>Lazzat Zholshiyeva, Tamara Zhukabayeva and Sherzod Turaev</i>	Features of Digital Student Generation Education: from Theory to Practice  <i>Dina Dzhusubaliyeva, Aigerim Mynbayeva and Nurtang Assilbek</i>
14:20-14:30	MatLab Environment Simulation of the Flame Propagation and Concentration Limits Calculation During Burning of Combustible Gases  <i>Bakhyt Alipova and Bayan Sapargaliyeva</i>	Distance Learning of Electronic Engineering based on Arduino Platform  <i>Alipbay Dairbayev, Bahytzhan Baikenov, Yevgeniya Daineko and Madina Ipalakova</i>
14:30-14:40	Unique Solvability of Global Classical Solution of Initial-boundary Value Problem for the Stokes System of an Inhomogeneous Fluid  <i>Undasyn Abylkairov, Serik Aitzhanov and Zamira Abdikalikova</i>	Microwave Devices Models Creation for Using within Digital Educational Platform  <i>Yevgeniya Daineko, Madina Ipalakova, Altay Aitmagambetov, Dmitry Gubsky, Dariya Lonkina, Aigul Kulakayeva, Bagdat Kozhakhmetova and Dana Tsoy</i>
14:40-15:10	<p><b>Plenary talk 2:</b>  <b>Keynote Speaker:</b> <i>Mohamed Ahmed Hamada, PhD, International Information Technology University, Almaty, Kazakhstan</i>  <b>Research Interests:</b> Information Systems, IT project management, IT infrastructure, Accounting information systems  <b>Topic:</b> Digital transformation methods and strategies  <b>Chairman:</b> Yevgeniya Daineko</p>	
15:10-16:00	<p><b>Section-1:</b>  <b>Computing &amp; Applications</b>  <b>Telecommunication &amp; Networks</b>    <b>Room Chair:</b> Sabina Rakhmetullayeva</p>	<p><b>Section-2:</b>  <b>Language and Technology</b>  <b>Education in ICT</b>  <b>Management Information Systems (MIS) and Cyber systems</b>    <b>Room Chair:</b> Timur Ananyev</p>
15:10-15:20	Smart City Vision: Optimization by Coupling Street Lighting and Led Based Traffic Signs  <i>Mawouena Fongbedji, Mohsine Bouya and Nissrine Krami</i>	A Heuristic Component of Russian Language Lessons in a Distance Learning Format  <i>Dinara Alieva, Elmira Yerkebekova, Oksana Bublikova and Ainur Nurakhynova</i>

15:20-15:30	Two Approaches of Improving e-Learning Models  <b><i>Gulmira Bekmanova, Altynbek Sharipbay, Aizhan Nazyrova, Oleg Suvorovsky and Baubek Somzhurek</i></b>	The Development of the Light Post-editing Module for English-Kazakh Translation  <b><i>Diana Rakhimova, Vladislav Karyukin, Aidana Karibayeva, Assem Turarbek and Aliya Turganbayeva</i></b>
15:30-15:40	Effect Machine Learning Techniques for Analyzing and Filtering Spam Mails Problems  <b><i>Tareq Abed Mohammed and Samara Khamees Jwair</i></b>	Android Malware Detection in Machine Learning Using Neural Network  <b><i>Malak Hamad, Rana Abdulraheem, Malik Qasaimeh and Raad S.Al-Qassas</i></b>
15:40-15:50	The Statistical Learning Methods in Image Processing and Facial Recognition  <b><i>Tareq Abed Mohammed, Sarbaz Omar Rafeeq and Oguz Bayat</i></b>	Status Update on Phishing Emails Awareness: Jordanian Case  <b><i>Malik Qasaimeh, Hana Al-Manaseer, Haya Al-Husainat and Firas Alghanim</i></b>
15:50-16:00	Unique Solvability of Generalized Solution of Initial-Boundary Value Problem for the Stokes System of an Inhomogeneous Fluid  <b><i>Undasyn Abylkairov, Serik Aitzhanov and Zamira Abdikalikova</i></b>	Use of online gamification platform in vocabulary learning  <b><i>Leila Mirzoyeva and Saniya Kabdrgalinova</i></b>
16:00-16:10	Scene Recognition and Narration from Video using Deep Learning Techniques  <b><i>Gunupudi Rajesh Kumar, Achanta Sai Ramya, D P Dinesh Chandra, Hriday Rao Ganga and Vipparthy Niharika</i></b>	Seasonal Birth Rate According to the Level of Academic Ability  <b><i>Soonjoo Lee</i></b>
16:10-16:20	Multiple Linear Regression Prediction Model for DDOS Attack Detection in Cloud ELB  <b><i>Swathi Sambangi and Lakshmeeswari Gondi</i></b>	
16:20-16:30	Formation Control and Coordination of Swarm Robotic Systems  <b><i>Abzal Kyzyrkanov, Sabyrzhan Atanov and Shadi Aljawarneh</i></b>	

Tuesday, October 12

12:00-12:30	<p><b>Plenary talk 3:</b>  <b>Keynote Speaker:</b> <i>Ali Abd Almisreb, PhD, International University of Sarajevo</i>  <b>Research Interests:</b> Machine learning, Deep learning, Digital image processing, Speech recognition, Quantum computing  <b>Topic:</b> Deep Learning. How does it work? &amp; Applications  <b>Chairman:</b> Yevgeniya Daineko</p>
12:30-13:00	<p><b>Plenary talk 4:</b>  <b>Keynote Speaker:</b> <i>Aidos Sarsembayev, PhD, International Information Technology University, Almaty, Kazakhstan</i>  <b>Research Interests:</b> Speech recognition, Data science  <b>Topic:</b> Educational Data Mining  <b>Chairman:</b> Yevgeniya Daineko</p>
13:00-14:20	<p><b>Section-3:</b>  <b>New Media and e-Society</b>  <b>Digital Economy</b></p> <p><b>Room Chair: Galym Omarov</b></p>
13:00-13:10	<p>The Use of Literary Images and Motifs in Digital-Communication Advertising Strategy</p> <p><i>Almira Kulbayeva, Zhamal Maratova, Karina Galay, Saltanat Myrzaliyeva and Serik Mizanbekov</i></p>
13:10-13:20	<p>Impact of the External Environment on Organizational Culture in the Higher Education Institutions</p> <p><i>Dauren Askarov, Nuray Nurgazy and Damir Bijanov</i></p>
13:20-13:30	<p>Development of Digital Literacy Based on Innovative Approaches to Design and Research Activities in a Modern University</p> <p><i>Gulzira Abdullayeva, Tatyana Vasko, Bakytgul Tundikbayeva, Manshuk Kurmanbekova and Gulsum Kussametova</i></p>
13:30-13:40	<p>Change and Project Management in Digital Time: the Case of Kazakhstani University</p> <p><i>Galiya Berdykulova, Marat Kamysbayev, Erlan Shildibekov, Timur Ananyev, Makpal Abdinova and Yerkebulan Yessenbaiuly</i></p>
13:40-13:50	<p>Human Resource Management in a Pandemic: the Case of Kazakhstani Company</p> <p><i>Rauan Bolat, Galiya Berdykulova, Marat Kamysbayev, Aigul Omarova, Saule Sagandykova and Zamira Sharapiyeva</i></p>
13:50-14:00	<p>Analysis of the Users' Emotional State in Social Networks</p> <p><i>Banu Yergesh and Lyaila Kenzhina</i></p>
14:00-14:10	<p>Heart Rate Variability as an Indicator of Adaptive and Compensatory Abilities of Hearing-Impaired Organisms of Athletes-Judoists</p>

	<i>Nadezhda Antipanova, Natalia Kotlyar, Evgeniy Tsapov, Natalia Kifik, Nadezhda Ogienko and Valeriya Malshakova</i>
14:10- 14:20	<b>CLOSURE</b> <b>Vice-rector of Science and International Affairs</b> <b>Yevgeniya Daineko</b>