



April 9, 2026

CONCEPT

of the International scientific and practical conference
“ART MANAGEMENT AND PRODUCING IN THE CONTEXT OF THE DEVELOPMENT
OF THE CULTURAL ECONOMY”
(Dedicated to the 75th anniversary of T.G. Klimova, candidate of economic
sciences, associate professor)

This Concept for the preparation and holding of the International Scientific and Practical Conference “Art management and producing in the context of the development of the cultural economy” defines the goals, objectives, thematic areas, format, and regulations of the event.

The conference is held with the aim of providing a scholarly understanding of contemporary processes in management and producing in the fields of culture and the arts, as well as analyzing the role of the cultural economy in the development of creative industries and the cultural sector as a whole.

Organizers

Department of Art Management and Producing
Kazakh National Academy of Arts named after Temirbek Zhurgenov
Republic of Kazakhstan, Almaty, 127 Panfilov Street
www.kaznai.kz

Status and Participants

The event has an international scientific and practical status.

The following participants are invited to take part in the conference:

- scholars and researchers in the fields of cultural economics, art management, and producing;
- representatives of cultural and artistic organizations;
- professionals from the creative industries;
- producers, art managers, and cultural project leaders;
- representatives of public administration bodies in the field of culture;
- doctoral students, master's students, and learners conducting research on the stated topics.

The conference is expected to bring together representatives of the academic and professional community from Kazakhstan, CIS countries, Europe, and other regions.

Date of the Event

April 9, 2026

Official Documents

- Conference Concept
- Conference Program
- Collection of Conference Proceedings

Format of the Event

оффлайн, онлайн

Information Support

- Publication of information on the official website of the Kazakh National Academy of Arts named after Temirbek Zhurgenov
- Distribution of information about the conference and the collection of materials via email



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Context

In the context of the transformation of socio-economic processes and the development of creative industries, culture and the arts are increasingly perceived not only as a sphere of spiritual production but also as an important sector of the economy with significant sustainable development potential.

Contemporary cultural processes require new managerial approaches, professional art management, and producing practices capable of ensuring the effective functioning of cultural organizations, the implementation of creative projects, and the integration of art into the economic space.

The cultural economy is formed at the intersection of humanitarian knowledge, management technologies, and market mechanisms, which highlights the relevance of a comprehensive scientific analysis of issues related to cultural production, distribution, and consumption of cultural goods.

Art management and producing play a special role in these processes, acting as a connecting link between a creative idea and its practical implementation, as well as between cultural value and economic sustainability.

In this context, holding the International Scientific and Practical Conference "Art Management and Producing in the Context of the Development of the Cultural Economy" is a relevant scientific and practical task aimed at fostering professional dialogue and exchange of experience.

The conference is dedicated to the 75th anniversary of Tatyana Georgievna Klimova, Candidate of Economic Sciences, Associate Professor of the Department of Art Management and Producing at the Kazakh National Academy of Arts named after Temirbek Zhurgenov, who has made a significant contribution to the development of scientific research and educational programs in the fields of economics and management.

Main Events

As part of the conference, a Plenary session and the work of three sections are planned:

- Section 1. Contemporary strategies of art management in the context of the cultural economy and creative Industries (governance, institutional models, role transformation)
- Section 2. Producing activities: mechanisms for the creation, support, and promotion of projects (theatre, cinema, music, festivals, media, art projects)
- Section 3. Creative industries: practices, case studies, and new forms of organizing the creative process

Working Languages

Kazakh, Russian, English

Plenary session

The Plenary session of the international scientific and practical conference is dedicated to discussing the key issues and prospects for the development of art management and producing in the context of the cultural economy.

The purpose of the Plenary session is to form a comprehensive scholarly perspective on the role of management and producing in the development of the cultural sector, as well as to identify priority areas for future research.



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Section 1. Contemporary strategies of art management in the context of the cultural economy and creative industries (governance, institutional models, transformation of roles)

Within this section, it is planned to discuss contemporary approaches and strategies of art management as a professional activity aimed at managing cultural organizations, artistic processes, and creative teams in the context of the development of the cultural economy and creative industries.

Special attention will be paid to institutional models of cultural organizations' functioning, the transformation of managerial roles, as well as issues of interaction between art management and governmental, market, and public structures. The main focus of the section will be on identifying effective management solutions that ensure the sustainable development of cultural organizations and projects.

Section 2. Producing activities: mechanisms for creating, supporting, and promoting projects (theatre, cinema, music, festivals, media, art projects)

This section is dedicated to analyzing producing as a key element in the implementation of creative and cultural projects. Within the section, mechanisms and tools of producing will be examined at various stages of a project's life cycle – from the development of an idea and concept to its promotion and engagement with the audience.

Participants of the section will discuss the specific features of producing in various art forms and creative industries, including theatre, cinema, the music industry, festival movement, media, and art projects, as well as issues of professional training for producers and interdisciplinary interaction in the cultural sector.

Section 3. Creative Industries: practices, case studies, and new forms of organizing the creative process

Within this section, it is planned to discuss relevant practices and case studies related to the development of creative industries, as well as new forms of organizing the creative process in the context of digitalization, globalization, and changes in cultural markets.

Special attention will be paid to the analysis of successful practices in managing creative teams, models of project-based and network-based work organization, as well as issues of interaction between creativity, technology, and the economy. The section is focused on the exchange of scientific and practical experience aimed at developing creative ecosystems and shaping innovative models of cultural production.

Event Implementation Procedure

The conference program will be formed and approved based on applications and proposals submitted by participants within the установленный deadline.

Regulations for the Plenary Session: presentations – up to 10 minutes.

Regulations for section sessions: presentations – up to 10 minutes.

REQUIREMENTS FOR THE SUBMISSION AND FORMATTING OF MATERIALS

Materials are accepted in electronic format. The text must be typed in Microsoft Word; the length should not exceed 3–4 pages; font – Times New Roman, 12 pt. Margins: top and bottom – 2 cm, left – 3 cm, right – 1.5 cm. Page orientation – portrait, format – A4, paragraph indent – 1.25 cm, line spacing – single. Footnotes are not allowed. Pages should not be numbered.

After the main text, a bibliographic list should be provided (at least 5 sources, centered, in bold, 10 pt). The use of diagrams, tables, images, and photographs in the main text is permitted. Formulas must be created using the Equation Editor.

In electronic form, each article must be submitted as a separate file. The file name should include the surname of the first author and the section number (for example: Tokpan A._Section 1).



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Sample Format for Materials

ART MANAGEMENT AS A TOOL FOR THE SUSTAINABLE DEVELOPMENT OF CULTURAL ORGANIZATIONS

Tokpan A.K.¹, Babazhanova Zh.A.²

¹ Kazakh National Academy of Arts named after Temirbek Zhurgenov

² Kazakh National Academy of Choreography

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References

Moldasheva A.K., Musaeva N., Zhazylbek A. Strategic Planning in the Management of Cultural and Art Organizations // Bulletin of the Atyrau University named after H. Dosmukhamedov. – 2024. – №73(2). – С. 129–141. – DOI: 10.47649/vau.2024.v.73.i2.12.

Throsby D. Economics and Culture. – Cambridge : Cambridge University Press, 2001. – 208 p.

UNESCO. Culture for Sustainable Development. – Paris : UNESCO Publishing, 2018. – 112 p.

To participate in the conference, it is necessary to complete an application form. The application for participation must include the author's full name (surname, first name, patronymic), country, city, place of work, academic degree, position, title of the presentation (article), section number and title, contact phone number, and the participant's email address.

Materials for participation in the conference are accepted until March 25, 2026.

Abstracts of presentations and the application form for participation must be sent to the responsible persons in accordance with the requirements for formatting materials. Within three working days after receiving the application, the Organizing Committee will notify the author by email about the acceptance of the materials. If no confirmation of acceptance is received, the materials should be resent.

A finalized and registered electronic version of the conference proceedings will be sent free of charge to all participants to the email addresses указан in their applications.

Contact information

General coordination

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Regarding the formation of the conference proceedings:

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