

Brief information about the project

Name of the project	AP27511021 "The Evolution of China's Cultural Diplomacy Intensity toward Kazakhstan: Opportunities and Challenges"
Relevance	Economic and political cooperation between Kazakhstan and China has been widely examined in both global and domestic sinology. However, considering the growing societal trends, there remains a need for further analysis and systematization of China's soft power promotion, cultural diplomacy tools, and the cultural-humanitarian dimension of its economic and political initiatives. The intensification of Chinese cultural diplomacy in Kazakhstan can be traced back to the early 2000s, when China began actively implementing its soft power strategy. Nevertheless, empirical research on China's recent cultural diplomacy initiatives in Kazakhstan remains limited. The lack of comparative analysis of China's various efforts to promote cultural diplomacy—particularly in terms of evaluating the effectiveness of individual initiatives—highlights a notable research gap. The study conducted within this project aims to address this gap by offering a comprehensive analysis of China's cultural diplomacy in Kazakhstan.
Purpose	The aim of the project is to conduct a comprehensive study of the evolution and intensity of China's cultural diplomacy toward Kazakhstan, taking into account its opportunities and challenges.
Objectives	1. To describe China's cultural diplomacy strategy based on the concept of soft power, analyze how the PRC has adapted this diplomacy to the Central Asian region, and identify its main directions. As a result, a comprehensive understanding of China's global and regional cultural diplomacy strategies will be developed, and a scientific article will be published. 2. To conduct a historical review of cultural ties between Kazakhstan and China and determine their dynamics, as well as identify the political priorities of the PRC in relation to Kazakhstan. This will help reconstruct the retrospective trajectory of cultural engagement and provide a deeper understanding of the current dynamics. 3. To comprehensively examine the mechanisms and characteristics of China's cultural diplomacy in Kazakhstan, with special attention to specific initiatives. The analysis will include the role of multilateral projects such as the Belt and Road Initiative. 4. To evaluate the effectiveness of China's cultural diplomacy in improving its image and strengthening bilateral relations. The perception of Chinese cultural

	initiatives among Kazakhstani citizens will be empirically studied, and a scholarly article will be published. 5. To identify the key risks and challenges of China's cultural diplomacy in Kazakhstan and assess both the threats and opportunities of Chinese soft power initiatives. As a result, both the positive and negative aspects of bilateral cultural interaction will be analyzed, and an expert publication will be produced. 6. To develop practical recommendations for enhancing approaches to cultural diplomacy. China's accumulated experience will be analyzed, and based on it, recommendations for improving the effectiveness of cultural cooperation for Kazakhstani governmental structures will be proposed. A monograph and articles in journals indexed by the Committee for Quality Assurance in Science and Higher Education (KZ) and Scopus are planned for publication.
Expected and achieved results	Expected outcomes include systematization of knowledge on China's cultural diplomacy strategies and tools in Kazakhstan; empirical assessment of public perception of Chinese cultural initiatives; identification of risks and challenges, along with approaches for addressing them; and development of practical recommendations for cultural diplomacy as a policy tool. The project envisions the publication of one article or review in a Scopus-indexed journal with a CiteScore percentile of at least 60, three articles in domestic peer-reviewed journals indexed by the Committee for Quality Assurance in Science and Higher Education list, and one monograph.
Research team members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to relevant profiles	1. Assyl Moldir Bakytzhankyzy Scopus ID: 58079576100 ORCID: https://orcid.org/0000-0001-54092906 Researcher ID: MBH-6671-2025 2. Dauyen Dinara Bakytkereikyzy Scopus Author ID: 57195715278 ORCID: https://orcid.org/0000-0001-8972-7158 3. Nurzhayeva Alina Maratovna Scopus Author ID: 57191900636 Researcher ID: I-3515-2017 ORCID: https://orcid.org/0000-0001-7251-3671 4. Beisenbayev Olzhas Tusupbekuly Scopus Author ID: 57212506511 ORCID https://orcid.org/0000-0001-9511-2328 5. Aubakirova Kunduzai Kydyrbaevna ORCID https://orcid.org/0000-0002-9555-3753 Scopus Author ID: 56819100400 Researcher ID N-4303-2014
Usage	The project addresses key aspects of project management, domestic policy, international relations, education, and socio-cultural development, thereby generating significant academic and practical impact. The results can be utilized

	in the development of educational programs and in the analytical work of government institutions.
Priority compared to real-world alternatives	The project demonstrates clear advantages compared to existing analogues by offering a comprehensive analysis of the evolution of the intensity of China's cultural diplomacy toward Kazakhstan, taking into account regional specificities and bilateral interactions. Unlike many studies, it integrates both theoretical and empirical approaches, enabling the identification of not only conceptual foundations but also practical mechanisms of implementation. This significantly enhances the applied relevance of the findings for both academia and public policy.
List of publications with links to them	• Iskakova, Z. U., Dauyen, D. (2025). Changes in Chinese culture in the context of globalization. <i>Vestnik KazNU. Series of Oriental Studies</i>, 113(2), P. 76–84. (In Kazakh) https://doi.org/10.26577/JOS202511327 • Asyl, M., Dauyen, D. (2025). China's cultural diplomacy in the 21st century: Concepts, challenges, and international image. <i>Bulletin of Abai KazNPU. Series of Sociological and Political Sciences</i>, 91(3), 92–103. https://doi.org/10.51889/2959-6270.2025.91.3.007
Patents	-