

- I offer my expertise to participate as a Partner in a Horizon Europe Project
- I am planning to coordinate a project and I am looking for Project Partners

#### TOPICS OF INTEREST

**Making Europe a global magnet for talent – Attracting and retaining students, researchers and high-skilled workers from outside the EU** [HORIZON-CL2-2026-01-TRANSFO-06](https://horizon-cl2-2026-01-transfo-06)

Our research group aims to contribute to a systematic analysis of the factors influencing the decision of non-EU students, researchers, and highly qualified professionals to move to and remain in the European Union. We will facilitate the collection and analysis of data from Central Asian countries (Kazakhstan, Uzbekistan, Kyrgyzstan, and others) relevant to higher education and research institutions to develop strategies and programs that can effectively attract talented students and researchers.

#### PARTNER INFORMATION

Al-Farabi Kazakh National University (KazNU) <https://farabi.university/?lang=en> has extensive experience in socioeconomic research, financial and digital literacy, public policy analysis, and impact assessment <https://farabi.university/science/innovative-activity>. The university conducts applied and interdisciplinary research on social sustainability, education, democratic participation, and sustainable development.

The university has experience collaborating internationally in research and implementing evidence-based analytical models for policy and education system development. KazNU is the leading university in Central Asia, eligible to participate in Horizon Europe as an entity from an associated country. The university has successfully participated in EU-funded programmes (Erasmus+, Horizon 2020) and possesses the legal, financial, and research infrastructure to implement international projects:

- UNDP Kazakhstan "Financing for Sustainable Development" (2020-2023) – Research contractor. Analysis of fiscal policies and investment barriers for low-carbon development. <https://farabi.university/news/91379?lang=en>
- Erasmus+ "Green Finance and Sustainable Development in Central Asia" (2021-2024)
- Erasmus+ "Central Asian Network for Sustainable Development and Green Economy" (2020-2023)

#### Description of the Legal Entity

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Higher Education | <input type="checkbox"/> Research Institution | <input type="checkbox"/> Public Administration        |
| <input type="checkbox"/> Industry /SME               | <input type="checkbox"/> NGO                  | <input type="checkbox"/> Other: <i>Please specify</i> |

#### Description of the (Research) Team

Our research team seeks to contribute to the project by applying rigorous quantitative and mixed methods analysis to the factors determining the attraction and retention of students, researchers, and highly skilled professionals from non-EU countries.

We propose implementing:

- Econometric models to study how individual characteristics (educational profile, career stage, gender, marital status) interact with country-level factors (migration rules, labor market conditions, innovation indicators, quality of life) in shaping mobility and retention decisions;

- Survival and event history analyses to estimate the length of stay and the determinants of long-term residence;
- Evaluation of the effectiveness of mobility schemes;
- Comparative statistical mapping of migration pathways to identify fragmentation and bottlenecks in Member States.

As researchers working in Central Asia, we offer a strategically important external perspective on this topic:

- directly understanding the motivations, expectations, and decision-making processes of students and highly skilled professionals considering mobility to the EU.
- Central Asia is a dynamic region with growing outbound mobility and intensifying competition between global education hubs (the EU, UK, and Asia-Pacific). Our perspective allows for a more nuanced analysis of the EU's positioning in the global talent market.
- we can contribute to understanding how EU talent acquisition strategies are perceived in the context of non-EU countries, and how communication, accessibility, and regulatory clarity influence mobility decisions.
- our institutional networks provide access to potential and former students and professionals moving abroad, enabling us to collect comparative data and enhance the external validity of our findings.

By integrating an external, source-country analytical perspective with EU-focused institutional analysis, our contribution will enhance the credibility, global relevance and strategic value of policy recommendations.

The group includes researchers with experience in applied research and experimental design (classification according to the Frascati manual).

### **Expertise of the Team Leader**

Elvira Ruzieva <https://orcid.org/0000-0001-9120-7776>, Scopus Author ID: <https://www.scopus.com/authid/detail.uri?authorId=56070067800> is currently researching the impact of digital financial literacy on the well-being of the population of Kazakhstan, as well as the impact of women's digital financial inclusion on social sustainability. The projects include the launch of a mobile application for digital financial literacy of the population, testing of educational programs for women (IRN AP26196291 "The Potential of Digital Financial Literacy in Improving the Welfare of the Population" for 2025-2027). She took part in the projects "Multichannel Financing System and Mechanisms for Attracting Private Capital and Investments in the Development of Space Activities" included in the State Program "Development of Space Activities in the Republic of Kazakhstan for 2005-2007", under the leadership of Academician of the National Academy of Sciences of the Republic of Kazakhstan, Doctor of Economics, Professor U.B. Baimuratov, State Fund of the Republic of Kazakhstan IRN AP19679152 "Kazakhstan's Model of Demographic Transition and Possibilities of Sustainable Socio-Economic Development of the Country" 2023-2025.

As part of international projects, she participated in the working group of The International University for Peace, Rome <https://finanzasostenibile.it/wp-content/uploads/2024/05/ESG-Working-Group-section-I.pdf> and <https://finanzasostenibile.it/wp-content/uploads/2024/05/Climate-Change-and-the-Environment-as-a-key-actor-of-Sustainability.pdf>. As part of a joint international study with IASE – International Association for Sustainable Economy, involving master's students, on the study of youth social resilience, <https://ersj.eu/journal/4304> was published. international research project "Development of a methodology for calculating the minimum allowable rates of export loans denominated in the national currencies of the EAEU countries (Russian ruble, Belarusian ruble, Kazakh tenge, Armenian dram and Kyrgyz som) taking into account the practice of state financial support (subsidies) for OECD export loans" of the Federal State Educational Budgetary Institution of Higher Education "Financial University under the Government of the Russian Federation"

### **Potential role in the project**

Research

Training

Dissemination

Other: impact assessment, index development and digital literacy evaluation

Already experience as a Coordinator	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
Partner	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
Expert Evaluator	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO

**Our expertise:**

We will contribute to the project by completing the following tasks:

- Analyzing the institutional, socio-economic, and political factors influencing the decision of non-EU students and researchers to choose the EU as a destination for study and residence;
- Researching medium- and long-term retention mechanisms in higher education and research institutions;
- Conducting a comparative analysis of strategies aimed at attracting and retaining international talent;
- Assessing the role of career prospects, educational quality, institutional support, integration measures, and innovation ecosystems in shaping mobility decisions;
- Contributing to the evaluation of talent acquisition partnerships and mobility schemes;
- Providing evidence-based recommendations for policymakers and higher education institutions to improve the coherence and effectiveness of migration pathways for skilled professionals;
- Integrating gender and inclusion considerations into the analysis of talent attraction and retention strategies.

**Needed skills:**

We are seeking partners with the following qualities:

- Expertise in EU migration law and mobility management;
- Access to administrative or institutional data on mobility;
- Experience in analyzing partnership programs in the talent sector;
- Research capacity in the area of integrating highly skilled migrants into the labour market;
- Industrial and social partners involved in the recruitment of skilled workers;
- Organizations working on the integration of humanitarian migrants.

We particularly welcome cooperation with EU institutions that can ensure active policy dialogue.

**CONTACT DETAILS**

Contact Person: Elvira Ruziyeva
Organization: Al-Farabi Kazakh National University
City: Almaty
Country: Kazakhstan
Phone: +77074604900
Email: <a href="mailto:earuzieva@gmail.com">earuzieva@gmail.com</a>

Organization Website: <a href="https://farabi.university/?lang=en">https://farabi.university/?lang=en</a>
Contact Person Webpage:

Date:

*Please send this form back to your NCP*