



**OYUNTUNGALAG BUYANTUR (PhD)**

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**1. Education:**

- 2016 **Ph.D;** Business Administration, Kookmin University, Seoul, South Korea
- 2009 **MBA;** Marymount University, Arlington, VA, USA
- 2000 **MBA** with Marketing Management emphasis, Computer Science & Management School at the Mongolian University of Science and Technology
- 1999 **BBA;** with Marketing Management emphasis, Computer Science & Management School at the Mongolian University of Science and Technology

**2. Membership in Professional Associations and Publications: N/A**

- International Association of Professors, IESE School of Business, University of Navarre
- Mongolian Marketing Association
- Mongolian Young Scientists Association

**3. Employment record**

| Period       | Employing organization and your title/position. Contact info for references  | Country  | Summary of activities performed relevant to the Assignment  |
|--------------|--|----------|---|
| 2021-present | Head of the Business Administration and Management Department, Graduate School of Business, Mongolian University Of Science and Technology | Mongolia | Managing the department, Teaching business, management, academic research subjects, Consulting and Advising on Research Methodology, Academic research techniques   |
| 2014-2021    | Senior Lecturer, Graduate School of Business, Mongolian University Of Science and Technology   | Mongolia | Teaching business, management, and research methodology subjects, Consulting and Advising on Research Methodology, and Academic research techniques for graduate program students   |
| 2006- 2014   | Senior Lecturer, Computer Science and Management School, the Mongolian University Of Science and Technology                                | Mongolia | Teaching business and management subjects, Consulting and Advising on Research Methodology, Market research, and planning. Conducting Market research and marketing planning projects, assessing markets, and preparing reports |
| 2011-2012    | Manager (part-time), a joint MBA program of the Mongolian University of Science and Technology and MANCOSA,                                | Mongolia | Recruiting, advising, consulting students, Managing the program operation   |

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|            | Management College of South Africa   |          |   |
| 2003- 2006 | Lecturer, Computer Science and Management School, Mongolian University Of Science and Technology                         | Mongolia | Teach Economics, Statistics/analysis, and Business Analysis   |
| 2001-2005  | Trainer, Gobi Regional Economic Growth Initiative, funded by USAID and facilitated by Mercy Corps International          | Mongolia | Teaching marketing-related subjects, Consulting and Advising on Research Methodology, Marketing research, and marketing planning.   |
| 2001-2005  | Consultant, Gobi Regional Economic Growth Initiative (NGO), funded by USAID and facilitated by Mercy Corps International | Mongolia | Conducting Market research and developing a marketing plan for the Gobi Business News magazine  |
| 2000- 2003 | Assistant Lecturer, Computer Science, and Management School, Mongolian University Of Science and Technology,             | Mongolia | Teaching marketing-related subjects, Consulting and Advising on Research Methodology, Marketing research, and marketing planning. Conducting Marketing research and marketing projects, assessing markets and preparing reports |

#### 4. Projects

| Detailed Tasks Assigned   | Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned  |
|---|--|
| <ul style="list-style-type: none"> <li>- Preparing the socio-economic research plan</li> <li>- Developing and preparing questionnaire and FGD, KII guiding questions</li> <li>- Collect secondary data</li> <li>- Organize field study /for collecting data/</li> <li>- Meeting with KII</li> <li>- Focus group discussion</li> <li>- Questionnaire Data processing /SPSS and MS Excel/</li> <li>- Reporting on the socio-economic research result</li> </ul> | <ul style="list-style-type: none"> <li>• "Research to identify problems in agricultural activities", Mongolian National Union of Farmers, Research Team Leader, 2023</li> <li>• "Analysis of Quantitative Data of the Agricultural Sector of Five Selected Provinces", Development Solutions NGO, USAID BEST Program, Research Project Leader, 2023</li> <li>• "Development of a project for the operational strategy and management reform program of a professional art organization", Ministry of Culture, researcher, 2022</li> <li>• "Economic calculation and research related to film support fund and refund project", Ministry of Culture, Researcher, 2022</li> <li>• "Increasing water demand and decreasing water cost", Water Supply and Sewerage Authority, researcher, 2021</li> <li>• "Assessment of management capacity of professional art organization", Ministry of Culture, researcher, 2021</li> <li>• "National Program on Information Security and Combating Cybercrime", Chief researcher, Ministry of Justice and Internal Affairs, 2020</li> <li>• "Mongolian Human Development Policy Research", GSAS LLC, researcher, 2019-2020</li> <li>• A study of the socio-economical condition of brigade teams and individuals in the construction industry study, Chief researcher, 2018-2019, sponsored by GERES and the Mongolian National Construction Association</li> <li>• "Market research of Khentii aimag", Researcher, World Vision NGO, 2018</li> <li>• "Effects of internationalization, entrepreneurial orientation, knowledge and network of Mongolian SMEs operating internationally", Researcher, 2016</li> <li>• "Migration and Life at the Entrance" survey commissioned by the Ministry of Labor and Social Welfare, Senior Researcher, 2012</li> <li>• "Exploratory study of culture and arts industry", Researcher, Ministry of Education, Culture, and Science, Department of Culture and Arts, Mongolian University of Science and Technology, Mongolian University of Science and Technology, 2012</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• “Improving the quality of lives of homeless families by supporting via family businesses”, Chief researcher, a project sponsored by the Ministry of Social Welfare of Mongolia, November-December 2011,</li> <li>• “Midterm evaluation of the “Strengthening the Disaster Mitigation and Management System in Mongolia” - Phase III” project, Chief researcher, Sponsored by the Government of the Grand Duchy of Luxembourg, the Government of Mongolia, and UNDP Mongolia, October 2010</li> <li>• “Impact of food price increase on a subsistence of vulnerable households and people’s lifestyles”, Consultant, research sponsored by UNDP Mongolia, June 2010</li> <li>• “Introduction of Result-based Management System at MUST” commissioned project of MUST, researcher, 2006</li> <li>• “A buying behavior of Mongolian vehicle owners” An empirical study, sponsored by Shunhlai Group Co.Ltd., Chief researcher, February-March 2006</li> <li>• ” Implementation of the student food service chain at the Mongolian University of Science and Technology”, researcher, 90 pages, a project team of Computer Science and Management School, Ulaanbaatar, Mongolia, June 2005</li> <li>• “A research on determining a market price of 1-5 room apartments in Ulaanbaatar”, 45 pages, Chief researcher, facilitated by ANOD bank, Ulaanbaatar, Mongolia, November 2004</li> <li>• “Survey on Poverty Risk Prevention for Middle-Income Groups”, UNDP, “MON / 01 / U01” Project, Researcher, 2003</li> <li>• Research on Demand and Utilization rate of glass and glass products (bottles, etc.), 80 pages, co-author to, Ulaanbaatar, Mongolia, July 2002</li> <li>• Workshops on “Services Marketing”, November 2003</li> <li>• “Marketing research concepts and practice”, March 2004, “Planning Advertising Campaign”, April 2004, Facilitated and sponsored by BOSA LLC, Nomin Holding LLC, Petrovis LLC, Mongolian Telecommunications Co., Ltd., April 2003- November 2005</li> <li>• “Business plan of Gobi Business News magazine, Chief consultant, Mercy Corps, 75 pages, Ulaanbaatar, Mongolia, November 2001.</li> </ul> |
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## 5. Training:

| Year          | Training topic and type   |
|---------------|---|
| 2019.06.06    | “The Nature Research Academies Science Communication Training”, Nature Research Academies, Ministry of Education, Culture, Science, and Sports, Mongolia  |
| 2019.06.04-05 | “The Nature Research Academies Author Training”, Nature Research Academies, Ministry of Education, Culture, Science and Sports, Mongolia  |
| 2017          | “International Think-Tank for landlocked Developing Countries” training, KOICA, MUST, International Think Tank LLDC   |
| 2012          | “SPSS-Marketing Research Information Processing” training, Mongolian Marketing Association  |
| 2011          | “Training workshop on technology business incubation and innovation management”, National Development and Innovation Committee, Mongolian University of Science and Technology                    |
| 2006.06       | International Faculty Development Program, “A case method as a teaching tool”. IESE Business School, University of Navarra, Barcelona, Spain  |
| 2005.01       | Authorized teacher certificate, Faculty development and authorization program, Graduate School Teaching Methodology Course, International higher education research center, Ulaanbaatar, Mongolia |
| 2003          | Workshop in Market Analysis, facilitated by UNCDAD CNUCED, WTO OMC, and International Trade Center of Geneva, Ulaanbaatar, Mongolia   |
| 2002          | “Quantitative research methods”, under the supervision of PhD Carmel Rosal, facilitated by Soros Foundation, Civic Education Project (CEP), Ulaanbaatar, Mongolia                                 |

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| 2001 | "Strategic Management Course in the Applications of Industrial Management", Chaoyang University of Technology, Ulaanbaatar, Mongolia   |
| 2001 | "Introduction to Industrial Engineering and Management Course in the Applications of Industrial Management", Chaoyang University of Technology, Ulaanbaatar, Mongolia                      |
| 2000 | "New methodologies of social science education process", under the supervision of Ph.D. Yasmin Lodi, facilitated by Soros Foundation, Civic Education Project (CEP), Ulaanbaatar, Mongolia |

## 6. Paper presentations and articles presented at academic conferences

- Altankhuyag, B., Oyuntsetseg, L., Zaya, M., Sumjidmaa, T., & Oyuntungalag, B. (2024). Natural Resources for Adventure Tourism in the Western Region of Mongolia. *International Journal of Science and Business*, 31(1), 89-102.
- Oyuntungalag B., Tsolmonbaatar D., Zулbayar M., "A role of entrepreneurship courses on entrepreneurial intentions of university students", 1st INTERNATIONAL SYMPOSIUM ON ENTREPRENEURSHIP EDUCATION IN ASIA: "Entrepreneurship Education from the Research Perspective: What Do We Know and What Do We Need to Know?", Kyushu University, Robert T. Huang Entrepreneurship Center, Fukuoka, Japan, 2023.11.30-12.05
- Buyantur, O., Tumurchudur, S., Ochirbat, M., & Mashlai, Z. (2023). A Role of Training in The Successful Implementation of Hospital Information Systems. *Embedded Selforganising Systems*, 10(7), 102-105.
- Oyuntungalag Buyantur, Sumjidmaa Tumurchudur, Munkhzul Ochirbat, "Adoption of Hospital Information System: A Review from Operational Performance Perspective", *Management and Innovation Scientific Journal- ICIED 2023*, №02(028), p.57
- "A Study of Rivers as Natural Resources for Adventure Tourism in Mongolia"- *International Research Journal of Advanced Engineering and Science*, ISSN (Online): 2455-9024, Volume 8, Issue 1, pp. 199-205, 2023. <https://irjaes.com/volume-8-issue-1/> , (B.Altankhuyag, L.Oyuntsetseg, M.Zaya, T.Sumjidmaa, B.Oyuntungalag)
- Г.Ундрам, Б.Оюунтунгалаг, Амины орон сууц худалдан авах шийдвэрт нөлөөлөх хүчин зүйлсийн судалгаа, "Менежмент ба Инноваци" сэтгүүл, 2023 оны 01(027) дугаар, ISSN 2790-2382
- А.Байгалмаа, Б.Оюунтунгалаг, Үнэт эдлэл худалдан авах зан үйлд нөлөөлөх хүчин зүйлсийн судалгаа, МИС, "Менежмент ба Инноваци" 2023 оны 01(027) дугаар, ISSN 2790-2382
- П.Нямдулам, Б.Оюунтунгалаг, "Хүүхдэд зориулсан онлайн сургалтын контентод хандах хандлагын судалгаа", "Менежмент ба Инноваци" сэтгүүл, 2023 оны 02(028) дугаарын 2-р дэвтэр, ISSN 2790-2382
- "Analysis of Success Factors of E-Learning", *Embedded Selforganising Systems*, Vol.9 No.4 (2022), p34-38, Special Issue -Learner-Centered Learning DOI 10.14464/ess.v9i4556, ISSN1869-5213, <https://www.bibliothek.tu-chemnitz.de/ojs/index.php/cs/article/view/556>, (Т.Сумжидмаа, В.Ойунтугалг)
- В.Ойунтугалг, Т.Сумжидмаа, "Analysis of Success Factors of E-Learning"-*International Symposium on Computer Science, Computer Engineering and Educational Technology (ISCSET 2022)*
- "A Study on Factors Affecting Tax Compliance Behavior"- The 5th international conference MANDAKH-2022, ISSN2663-256X, p.123, (Т.Сумжидмаа, В.Ойунтугалг, У.Галмандакх)
- Sumjidmaa, T., Oyuntungalag, B., & Mungunzul, M. ANALYSIS OF E-LEARNING SUCCESS FACTORS: THE MEDIATING ROLE OF INTENTION TO USE. In THE 5th INTERNATIONAL CONFERENCE MANDAKH-2022 (p. 4).
- М.Мөнгөнзул, Б.Оюунтунгалаг, Т.Сүмжидмаа, "Цахим сургалтын үр дүнг Делон Маклины загвараар үнэлэх нь", *Эрдмийн чуулган-2022, Магистр, доктор оюутны ЭШЭ*, №22(5)/293, p.141
- "Assessing an Entrepreneurial orientation of SMEs in Mongolia", Oyuntungalag B., *Proceeding of the International Conference On Innovation and Entrepreneurship Development, ICIED-2021*
- "Analysis of effects of organizational factors on performance using Structural Equation Model, Oyuntungalag B. Oyungerel A, Sumjidmaa T., *Перспективные направления развития*

современной науки // Сборник научных работ 73й Международной научной конференции Евразийского Научного Объединения (г. Москва, март 2021). — Москва : ЕНО, 2021. — 542 с., Евразийское Научное Объединение, ISSN 2411-1899. <https://esa-conference.ru/journal/73ya-mezhdunarodnaya-nauchnaya-konferentsiya-eno/>

- “A review of success factors of e-commerce in Mongolia”, Odontuya Ts., Oyuntungalag B., Proceeding of the International Conference On Innovation and Entrepreneurship Development, ICIED-2021
- “Chain Analysis of the Telecommunications Industry in Mongolia”, Enebish J., Oyuntungalag Ya., Oyuntungalag B., Proceeding of the International Conference On Innovation and Entrepreneurship Development, ICIED-2021
- “Analysis of the effect of organizational factors on performance using Structural Equation Model”, EURASIAN SCIENTIFIC ASSOCIATION, Moscow, 2021, 177, ISSN 2411-1899, [www.esa-conference.ru](http://www.esa-conference.ru)
- Oyuntungalag B., Nam, Young-Ho, *The effect of internationalization on the performance of Mongolian small and medium enterprises*, The Journal of North-East Asian Cultures (ISSN 1598-3692), Vol. 01 No. 50, March 2017, (523-545). <http://dx.doi.org/10.17949/jneac.1.50.201703.030>
- Oyuntungalag B., *The effects of internationalization, entrepreneurial orientation, knowledge, and network on the performance of Mongolian internationalized SMEs*, dissertation, Dissertation, 2015
- Oyuntungalag B., *Various ideas on making advertising more effective: practical and theoretical approaches*, the 1<sup>st</sup> International Conference on Marketing, October 2010
- Oyuntungalag B., *Contemporary leadership philosophy and skills*, Emerging issues of Management in XXI century, dedicated to the 50<sup>th</sup> anniversary of the Mongolian University of Science and Technology and “Khurel togoot-2009”, industrial and technological conference of young scientists. October 2009
- Oyuntungalag B., *Methods to evaluate Communication efficiency of advertising*, Term paper for scientific articles of doctorate students, Mongolian University of Science and Technology, 7 pages, April 2006.
- Oyuntungalag B., *Methods to evaluate Economic efficiency of the marketing promotion campaign*, Working paper of Mongolian University of Science and Technology, 5 pages, September 2005.
- Oyuntungalag B., *Methods to advance a social effect of Marketing in Mongolia*, The Conference of Mongolian scholars on “A role of Marketing management in the future of Mongolian community”, April 2005
- Oyuntungalag B., “Contemporary problems of the Advertising industry in Mongolia” the Conference on Theory and Practice of Innovation Management and Implementation Mechanism, 6 pages, October 2004
- Oyuntungalag B., *Regulation problems of Advertising in Mongolia*, the conference on Business Administration development- present and future, 5 pages, Ulaanbaatar, Mongolia, 2004
- Oyuntungalag B., *Development of Advertising in Mongolia*, the Conference of Young researcher, 4 pages, 2004

### **Books and booklets**

- “Инновацийн судалгааны арга зүй: 10-р бүлэг: Компанийн энтрепренер хандлагыг бүтцийн тэгшитгэлийн загварын аргаар шинжлэх нь” ху-252-268, 2023
- Co-author, “PhD student Manua”l, 1<sup>st</sup> edition, Graduate School of Business, Ulaanbaatar, 2023
- “How to Use SPSS software in Marketing research”, a laboratory guide, for school purposes, 22 pages, Ulaanbaatar, Mongolia March 2005.
- “Marketing management”, a lecture guide, only for school purposes, 56 pages, Ulaanbaatar, Mongolia, October 2004
- “How to design a questionnaire”, a laboratory guide for students, only for school purposes, 20 pages, Ulaanbaatar, Mongolia, December 2003
- “Services marketing”, a lecture guide for a student, only for school purposes, 40 pages, Ulaanbaatar, Mongolia, September 2003
- “Introduction to Marketing research”, a booklet, only for school purposes, 25 pages, Ulaanbaatar, Mongolia, November 2003

**7. Language proficiency:**

|           | <u>Speaking</u> | <u>Reading</u> | <u>Writing</u> |
|-----------|-----------------|----------------|----------------|
| Mongolian | Mother language |                |                |
| English   | Excellent       | Excellent      | Excellent      |
| Russian   | Excellent       | Excellent      | Excellent      |
| Korean    | Intermediate    | Intermediate   | Intermediate   |

**8. Computer skills:**

Excellent at Microsoft Word, Excel, and PowerPoint applications. Practiced SPSS and AMOS software in research projects.

**9. Key achievements:**

- “The chief education officer”, Ministry of Education and Science, 2022
- Certificate of Achievements, Ministry of Education, Culture, Science and Sport, 2019
- Was awarded the “Labor Merit Medal” from Mongolian Youth Association, in October 2009
- Honored as “BEST TEACHER OF THE YEAR” of the Computer Science and Management School, Mongolian University of Science and Technology, 2006
- Winner of student competition on developing a marketing plan for Ulaanbaatar Carpet Co.Ltd, 1999