


E.Ganbat

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	Position	Senior lecturer
	Major field	Economics and business administration
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Current Position	Senior lecturer	
Professional Experience	Science and Technology, MUST	
	Director, School of Economics and Business Administration, Otgontenger University	
Education	Doctor in Business Administration, Ph.D	
Areas of Interest	Brand management, Business simulation, Managerial economics	
Publication (or Selected Publication)	Resilience in Education: Employee based brand equity of universities, article, "Celebrating Collaborative Alliances: Stronger Together", Region 8 Conference, Almaty, Kazakhstan Volume 2 Issue 2; ISSN2347-4067, 2022.	
	Student based brand equity of university (Case of Mongolian Universities), article, "Teaching in a Student Centered World" ACBSP, Region 8 conference, Prague, Czech Republic, Volume 1, Issue 11; ISSN (CD): 1948-920X, 2019.	
	"Methodology for valuing brand equity", article, "Обеспечение современного качества в условиях государственно-общественного управления образованием" conference, Российский экономический университет имени Г.В.Плеханова, Улан-Баторский филиал, РЦНК, 2019.	
	"Methodology of valuing for brand equity", Conference of Master and Doctoral Students, Mongolian State University of Life Science, 2019.	
	"Opportunity and advantages to build local brand", article, "Difficulty of Mongolian economic and social condition: reasons and discussion" national conference, Otgontenger University, Ider University, Mongolian Academy of Science, 2014.	