



1. Name	Saruul-Erdene Magvanjav	
Address	APT 34, Bldg 23, II khoroo, Khan-Uul district, Ulaanbaatar, Mongolia	
E-mail	saruulerdene@must.edu.mn, saruulerdene0709@gmail.com	
Telephone	976-11-453380	Mobile 88081102
Rank	Senior lecturer	
Tenure/ Non-tenure	Non tenure	
Department /Division	Department of Business Administration	
Year joined institution	From 2005	To present
Prior teaching experience	From January, 2015	To up to this date.
	Employer	Mongolian University of Science and Technology (MUST), School of Business Administration and Humanities (SBH)
	Position(s) held	Senior lecturer of the Department of Business Administration
	From July, 2014	To January, 2015
	Employer	Mongolian University of Science and Technology (MUST), School of Business Administration and Humanities (SBH)
	Position(s) held	Lecturer of the Department of Business Administration
	From January, 2008	To July, 2014
	Employer	Mongolian University of Science and Technology (MUST), Computer Science and Management School (CSMS)
	Position(s) held	Lecturer of the Marketing & Productoin Professorship
	From Octorber, 2005	To December, 2007
	Employer	Mongolian University of Science and Technology (MUST), Computer Science and Management School (CSMS)
	Position(s) held	Assistant lecturer, Scientific research worker of the Research and training center for SMEs of the Marketing & Productoin Professorship
2. Education	Postgraduate education: Computer Science and Management School, Mongolian University of Science and Technology, Ulaanbaatar, Mongolia, MBA in Marketing Management (2005-2007)	
	Science and Technology, Ulaanbaatar, Mongolia, BBA in International Business Management (2001-2005)	
	Secondary school: School #52, Ulaanbaatar, Mongolia, (1991-2001)	
3.Prior Experience not in	From	-
	Employer	-
	Position(s) held	-
4.Professional memberships	Mongolian Marketing Association	

	Mongolian Innovation Association	
	Mongolian Marketing Teachers Council	
	"Management-research" club	
5. Professional Meeting	Date	-
	Location	-
	Title of Organization	-
	Professional field	-
6. Papers Presented	Date	5 June, 2023
	Location	Mongolian National Chamber of Commerce and Industry, Ulaanbaatar, Mongolia
	Title of Conference	Innovation Partnership Forum-2023
	Theme	Methodological approaches of brand evaluation and some results of research
	Date	16 November, 2022
	Location	School of Industrial Technology, MUST, Ulaanbaatar, Mongolia
	Title of Conference	"Design Vitality -2022" Conference
	Theme	Marketing and design collaboration in creating value
	Date	12 December, 2017
	Location	MUST, Ulaanbaatar, Mongolia
	Title of Conference	"New Opportunities for Exporting Wool and Cashmere Products-International Market Trends and Export Marketing" Conference
	Theme	Trends in domestic market consumption of wool and cashmere products: Results of photo observation research
	Date	09 May, 2017
	Location	MUST, Ulaanbaatar, Mongolia
	Title of Conference	"Science-Education-Government-Private sector Partnership" Conference
	Theme	Research of consumer attitudes and consumption characteristics of Mongolian wool and cashmere products
	Date	03 May, 2017
	Location	SBAH, MUST, Ulaanbaatar, Mongolia
	Title of Conference	Conference/Meeting of Business Administration Department
	Theme	Ways to develop a national brand based on innovation
	Date	16 November, 2016
	Location	MUST, Ulaanbaatar, Mongolia
	Title of Conference	Development and export opportunity of wool and cashmere products: marketing, design and technology
Theme	International Market Trends and Export Opportunities for Home Wool and Cashmere Products	
Date	29 January, 2016	
Location	Ulaanbaatar, Mongolia	
Title of Conference	Development approaches and problems of small and medium enterprises	
Theme	Approaches and models of SMEs and business development	
Date	15 May, 2015	

	Location	Ulaanbaatar, Mongolia
	Title of Conference	The International Conference on Innovation and Entrepreneurship Development
	Theme	Evaluation methodology on innovation resources and capacity of entrepreneurial universities: Some results of the study
	Date	13 March, 2015
	Location	MUST, Ulaanbaatar, Mongolia
	Title of Conference	Conference of master and doctoral students
	Theme	Methodological problems for evaluation of university innovation potential
7.Publications	"Methodological approaches of brand evaluation and some results of research" Journal of Innovation and Management, №23-02(028), 2023	
	"Marketing and Design Collaboration in Creating Value" Journal of Design Vitality-2022	
	"Measuring Brand Equity", Journal of MUST №23(04)310, 2023	
	"Research of consumers' attitudes and consumption features on Mongolian wool and cashmere product", Journal of MUST, №21(2)-279, 2021	
	"Trends in domestic market consumption of wool and cashmere products: Results of photo observation research", Journal of MUST, №21(2)-279, 2021	
	"The current situation of the wool and cashmere industry market, consumer research, and its results" Journal of Management and Innovation, 2018, №03(009)	
	"Research of consumers' attitudes and consumption features on Mongolian wool and cashmere product" Journal of Management and Innovation, 2017, №03(005)	
	Trends in domestic market consumption of wool and cashmere products: Results of photo observation research, Journal of Management and Innovation, 2017, №04(006)	
	"Evaluation methodology on innovation resources and capacity of entrepreneurial universities: Some results of the study" "The International Conference on Innovation and Entrepreneurship Development" 2015	
	"Methodological problems for evaluation of university innovation potential" Working papers of MBA and PhD student's conference, CSMS, MUST, Mongolia, 2015	
8. Research Activity	Year	2012
	Title	Problems of Methodology of Innovation activities
	Research field	Marketing management in Mongolia
9. Consulting	Year	-
	Client	-
	Consulting field	-
	Activities performed	-
10. Professional Growth	Year	2023
	Title of Organization	Mongolian Marketing Association
	Professional field	SMART-2023 Asian Marketing Conference
	Year	2022
	Title of Organization	Mongolian Marketing Association
	Professional field	SMART-2022 Marketing Conference
	Year	2020
	Title of Organization	Mongolian Marketing Association
	Professional field	Covid marketing online forum-2020
	Year	2018
	Title of Organization	Mongolian Marketing Association
	Professional field	Social Marketing Forum-2018
	Year	2017
	Title of Organization	Mongolian Marketing Association
	Professional field	SMART-2017 Asian Marketing Conference
	Year	2016

	Title of Organization	CBI, Ministry of Netherlands
	Professional field	Trade fair market research training
	Year	2016
	Title of Organization	Mongolian Marketing Association
	Professional field	International Marketing Forum, SMART-2016
	Year	2015
	Title of Organization	MUST
	Professional field	Scientific writing
11. Seminar, training programs (conducted for Business and Industry)	Year	. 2023
	Title of Organization	Open Education Center, MUST, Ulaanbaatar
	Title	"Development of teacher's combined learning methodology" training
	Year	. 2022
	Title of Organization	UNESCO
	Title	"IIOE Multiple-Expertise Forum: Futures of Higher Education" seminar-workshop
	Year	. 2022
	Title of Organization	Young Researchers Support Foundation, Mongolia
	Title	"Critical Thinking" workshop
	Year	. 2021
	Title of Organization	Open Education Center, MUST, Ulaanbaatar
	Title	"Developing teacher research capacity" training
	Year	. 2021
	Title of Organization	Open Education Center, MUST, Ulaanbaatar
	Title	"Effective organization of teaching and learning" training
	Year	. 2020
	Title of Organization	Open Education Center, MUST, Ulaanbaatar
	Title	"MS Teams-365" training
	Year	. 2018
	Title of Organization	Mongolian National Council for Education Accreditation
Title	"Accreditation of Curriculum"-2	
Year	. 2018	
Title of Organization	Mongolian National Council for Education Accreditation	
Title	"Accreditation of Curriculum"-1	
Year	. 2017	
Title of Organization	Ministry of Food, Agriculture and Light Industry, Ministry of Education and Science, MUST, Mongolia	
Title	"New Opportunities for Exporting Wool and Cashmere Products-International Market Trends and Export Marketing" Training-Seminar	
12. Professional Presentations, Speeches	Date	-
	Location	-
	Title of Organization	-
	Presentation Title	-
13. Institutional Services	Year	2008-2014, 2021-2023

Performed	Committee	Marketing Day: Yesterday, Today, Tomorrow
14. Recognition and Honors	Year	2020
	Award	"Credentials"
	Title of Organization	Ministry of Education and Science
	Year	2019
	Award	Director's Award
	Title of Organization	School of Business Administration and Humanities
	Year	2014
	Award	"Nine treasures" medal
	Title of Organization	Mongolian Teachers' Association
	Year	2013
	Award	"Gold treasure" Medal
	Title of Organization	Mongolian Teacher's Association
	Year	2011
	Award	Director's Award
	Title of Organization	Computer Science and Management School
Year	2009	
Award	"Young Leader" Gold Medal	
Title of Organization	Mongolian Young Federation	
15. Professionally- Related Community Activies	Year	-
	Title of Organization	-
	Activities	-

Name Saruul-Erdene Magvanjav
Date 9/20/2023