

## Curriculum Vitae

Gonchigjav Boldbaatar, Doctor /Ph.D/, Professor

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Current address in Mongolia:

University of the Humanities Grand Chinggis Khaan Square 20/8th Khoroo,  
Sukhbaatar District 14200 Ulaanbaatar city, Mongolia-210646/53 [Tel:\(976\)](tel:97699058058)  
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### Professional experience

Lecturer of economics, Mongolian State University of Agriculture, 1990-1991  
Lecturer of economics, Mongolian State university of Education, 1991-1995  
Head of department, lecturer of economics and marketing management, 1995-  
present, University of the Humanities  
Charter Member, Mongolian Marketing Association  
Secretary at the Professor's team of Business Administration, University of the  
Humanities

### Education

Ph.D in economics, Mongolian National University,  
University of the Humanities, Ulaanbaatar, Mongolia, 1998-2003  
Master's degree in economics, Mongolian State University of Education,  
1995-1996  
Bachelor of political economy, National University of Rostov, Russia, 1985-1990

### Awards

Most outstanding lecturer, University of the Humanities, 2004.  
Award for most outstanding Lecturer, University of the Humanities, 2005.  
Award for senior lecturer, United Federation of Lecturer's, 02/04/2010  
Medal of the 370<sup>th</sup> anniversary of Ulaanbaatar city, 2010  
Medal of the 90<sup>th</sup> anniversary of People's Revolution, 02/27/2011  
Certificate of Honour, Ministry of Finance, Mongolia, 28/12/2011  
Medal of the 90<sup>th</sup> anniversary, Ministry of Education, Culture and Science  
04/02/2012  
Award of Mongolian Youth Federation 2012

### Professional Development

"Advances in microeconomics" professional development training, Moscow,  
Russia, five months 1996  
"Theory and methodology in macroeconomics" training, National University of  
Mongolia, 2001  
"Business policy and marketing strategies in the international markets" training,  
Mongolian Marketing Association, Ulaanbaatar, 2006  
"SPSS Statistical Package Social Science" training, Mongolian National  
University, Mongolian Marketing Association, Ulaanbaatar, 2012

### Languages

Mongolian – native  
English – Reading, writing, speaking- Medium  
Russian- Reading, writing, speaking -Good

### **Contributions to journals**

G.Boldbaatar (2007) "Some Methodological Issues in the actualization of Neuromarketing in company performance", *Journal of Enkh-Orchlon Institute*  
G.Boldbaatar (2009) "Some Methodological Issues in the rational actualization of Neuromarketing in company performance", *Journal of Marketing today*  
G.Boldbaatar (2009) "Intramarketing", *Journal of Marketing today*  
G.Boldbaatar (2009) "101 marketing strategies" 1-5 strategies / article/ *Journal of Marketing today, issue # 6*  
G.Boldbaatar (2009) "101 marketing strategies" 6-10 strategies / article/ *Journal of Marketing today issue # 7*  
G.Boldbaatar (2009) "101 marketing strategies" 11-15 strategies / article/ *Journal of Marketing today, issue # 8*  
G.Boldbaatar (2009) "101 marketing strategies" 16-20 strategies / article/ *Journal of Marketing today, issue # 9*  
G.Boldbaatar (2009) "101 marketing strategies" 21-25 strategies / article/ *Journal of Marketing today, issue # 10*  
G.Boldbaatar (2009) "101 marketing strategies" 26-30 strategies / article/ *Journal of Marketing today, issue # 11*  
G.Boldbaatar (2009) "101 marketing strategies" 31-35 strategies / article/ *Journal of Marketing today, issue 12*  
G.Boldbaatar (2010) "101 marketing strategies" 36-40 strategies / article/ *Journal of Marketing today, issue # 1*  
G.Boldbaatar (2010) "101 marketing strategies" 41-45 strategies /article/ *Journal of Marketing today issue # 2*  
G.Boldbaatar (2010) "101 marketing strategies" 46-50 strategies / article/ *Journal of Marketing today, issue # 3*  
G.Boldbaatar (2010) "101 marketing strategies" 51-55 strategies /article/ *Journal of Marketing today, issue # 4*  
G.Boldbaatar (2011) "101 marketing strategies" 6-10 strategies / article/ *Journal of Marketing today, issue # 7*  
G.Boldbaatar (2011) Influence of Neuromarketing on consumer decision" *Journal of Marketing today*

### **Textbook Editing:**

E.Erdenechimeg, G. Boldbaatar, N. Begz (2005) "Some Methodological Issues in developing the Marketing Planning of Higher Education"  
B.Batbaatar (2007) "Human Resource Motivation in Mongolian Tourism Organisation",  
G.Bolormaa (2008) "Tourism Management",  
T.Gankhuu (2008) "International Marketing",  
D.Davaasuren (2010) "Human Resource Motivation",

### **Books and textbooks**

- G.Boldbaatar, (2015) "Fundamentals of selling", Ulaanbaatar
- G.Boldbaatar, (2014) "Labor economics", Ulaanbaatar
- G.Boldbaatar, (2013) "Bank marketing" second edition, Ulaanbaatar
- G.Boldbaatar, (2013) "Marketing research" third edition, Ulaanbaatar
- G.Boldbaatar, (2012) "Marketing strategy", Ulaanbaatar
- G.Boldbaatar, (2011) "Modernism of economic theory", Ulaanbaatar
- G.Boldbaatar,S.Erdenetuul, A.Amarjargal (2010) "Methodology of professional research", Ulaanbaatar
- G.Boldbaatar, (2009) "Marketing research" second edition, Ulaanbaatar
- G.Boldbaatar, (2009) "Consumer behaviour" second edition, Ulaanbaatar
- G.Boldbaatar, (2009) "International business"
- G.Boldbaatar, (2008) "Innovation management", Ulaanbaatar
- G.Boldbaatar, (2007) "Methods of the human resource motivation", Ulaanbaatar
- G.Boldbaatar, (2007)"Electoral marketing", Ulaanbaatar
- G.Boldbaatar, (2006) "Principles of marketing", Ulaanbaatar
- G.Boldbaatar, (2005) "Marketing research of the tourism organisation"
- G.Boldbaatar, (2004) "Some Methodological Issues in developing the strategic Planning of Higher Education in Mongolia"
- G.Boldbaatar, (2004) "Some Methodological Issues in developing the business Planning of Higher Education in Mongolia"
- G.Boldbaatar, (2004) "Consumer behaviour"
- G.Boldbaatar, (2003) "Principles of business"