

TAMIR OYUNBILEG



CONTACT

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Ulaanbaatar, Mongolia

Extensive experiences in consulting, researching, and teaching of Strategic Planning, Monitoring and Evaluations, Result-based management, Business Analysis, Marketing Analytics & Strategy, and Consumer Behavior & Insights, Sustainable Development, Integrated Marketing Communications in both national and international development organizations (World bank, TAF, AMEP, IPPF, etc.), public and private companies

EDUCATION

Ph.D. DEGREE

Doctor of Philosophy in Business

Dissertation topic: "The Moderation Roles of Core Consumers' Ambient Self-Conscious Emotions in the Effects of Message about Non-Core Consumers on Their Responses toward Downward Luxury Brand Extension"

Jeonbuk National University, Republic of Korea, 2015

Holder of a scholarship from the government of Republic of Korea

MASTER DEGREE

Marketing Management, Business Administration,

Thesis topic: "A study of Consumer Behavior in Mongolia"

Mongolian University of Science and Technology 2006

BACHELOR DEGREE

Marketing Management, Business Administration, Mongolian University of Science and Technology 2005

Graduated with Honors

SKILLS

Reporting ●●●●●
Analytical ●●●●●
Critical thinking ●●●●●
Strategic thinking ●●●●●
Systematic thinking ●●●●●
Communication ●●●●●

WORK EXPERIENCE

VICE DEAN FOR RESEARCH & COLLABORATION

GRADUATE SCHOOL OF BUSINESS, MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2022/02 – present

Responsibilities:

- Provide guidance across academic and research programs along with the strategic planning, fostering new and interdisciplinary research initiatives and collaborations, make strategic monitoring and evaluations for the research and collaboration affairs
- Manage research activities within the school. Work close with the Department of Research & Technology of university to provide local direction and resources for the education, training, and implementation of all regulations as well as national and university policies and procedures
- Set and confirm commitment to policies and regulations and take appropriate actions to ensure the University's commitment to compliance and a safe research environment
- Manage the all process of the doctoral programs at school
- Facilitate and promote the development of strategic direction of research within the Faculty; Improve the quality and impact of the research
- Make the growth of local, national and international research collaborations

PROFESSOR

GRADUATE SCHOOL OF BUSINESS, MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2005/09 – present

Responsibilities:

- Lecture Strategic Management, Marketing Strategy, Research Analytics, Consumer Insights to undergraduate & graduate students
- Do the academic researches related to the topics of consumer behavior, strategic management, marketing strategy (wrote over 30 academic research papers nationally and internationally)
- Supervise and consult of Master theses and Doctoral dissertation

LEAD EXPERT, CONSULTANT, RESEARCHER

MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2023/9 – Current, "MUST-2030 Strategic plan update"

"MONGOLIAN RE" COMPANY, MOFALI-EDP, WORLD BANK | Ulaanbaatar | 2023/02 – 2023/05, "Developing Marketing Plan for Introducing and Promoting the Export Credit Insurance in Mongolian Market /ADA agency/"

LANGUAGES

Mongolian ●●●●●
English ●●●●○
Korean ●●●●○

COMPUTER

Extensive experience in Microsoft office programs and research programs such as SpSS, AMOS.

INTERESTS

Reading, Yoga,
Mountain climbing,
Walking, Travelling

MONGOLIAN FAMILY WELFARE ASSOCIATION, IPPF | Ulaanbaatar | 2022/10 – 2022/10
“2016-2022 Strategic Plan Monitoring & Evaluation” and “2023-2028 Strategic Plan Development Consultant”

MONGOLIAN WATER AND SEWERAGE AUTHORITY | Ulaanbaatar | 2021/12 – 2022/06, *Lead expert and coordinator of “Mongolian Water Demand Management Program Development”*

CIVIL AVIATION AUTHORITY OF MONGOLIA | Ulaanbaatar | 2022/06
“Philosophy of organizational development, business strategy, human resource strategy” training

SCHOOL OF INFORMATION AND TELECOMMUNICATION TECHNOLOGY, MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2022/05, *“Consumer behavior of Postal” training*

AMEP 2, ADAM SMITH COMPANY funded by Australian Government | Ulaanbaatar | 2022/04 – 2022/05
“Monitoring & Impact evaluation of 3 projects implemented in 2021”

SCHOOL OF INFORMATION AND TELECOMMUNICATION TECHNOLOGY, MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2022/03, *“Organizational strategy” training*

SYSTEM ART VENTURES LLC, CAPITAL CITY INFORMATION TECHNOLOGY DEPARTMENT | Ulaanbaatar | 2021/09 – 2021/11
“Business Process Analysis of the Current Situation for the Determination of the Possibility to Digitalize the works of Khoroo(s)’ officers”

SYSTEM ART VENTURES LLC, THE ASIA FOUNDATION | Ulaanbaatar | 2021/08 – 2021/10, *“Business Process Analysis of the Current Situation for the First Time and Repeated Issue of Foreign Passport to Determine the Possibility of the Service through Khoroo(s)”*

GRADUATE SCHOOL OF BUSINESS, MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2021/04 – 2022/04
“Standard 2 – Strategic Planning” Team of “School of business administration and humanities; Graduate School of Business: Quality assurance report 2021 (Undergraduate/Graduate) for ACBSP Global Business Accreditation”

MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2020/11 – 2021/01
“Partnership Program between Mongolian Science Academy, Erdenet Mining Corporation, and Mongolian University of Science and Technology”

NATIONAL GEOLOGICAL SURVEY OF MONGOLIA | Ulaanbaatar | 2020/09
“Strategic planning” training

NOMIN HOLDING GROUP | Ulaanbaatar | 2020/02 – 2020/05
“Developing and Managing, Executing, and Reporting Marketing Audit in Nomin Holding Group”

NOMIN HOLDING GROUP | Ulaanbaatar | 2020/04
“Consumer survey on the perception and preference of supermarket brands in Mongolia” commissioned by “Nomin Holding Group” – developing research plan and methodology, managing, executing, and reporting the whole process”

MONGOLIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY | Ulaanbaatar | 2019/10 – 2020/01, *“MUST-2030 Strategic plan”*

MINISTRY OF ROADS AND TRANSPORTATION, MONGOLIA | Ulaanbaatar | 2017/05 – 2017/06, *“Consumer Evaluation Survey for the Performance of Ministry of Roads and Transportation in 2016”*

ACADEMIC RESEARCH PAPER PUBLISMENT

2023:

- Tamir.O, Dolgormaa.E, & Nyamkhuu.B “A Study on the Underlying Factors Affecting Households’ Waste Sorting Behavior at Source in Mongolia”, *Global Marketing Conference, GAMMA*, Seoul city, Republic of Korea, July 20-23, 2023.
- Cui Minjie & Tamir Oyunbileg “Research on The Situation Creation of Innovative Teaching Mode in The Post-Epidemic Era-Based on The Exploration of The Core Quality of Business Administration Students,” *Management & Innovation /ICIED/*, No.02(028), 2023.

2022:

- Oyundelger T & Tamir O " Байгальд ээлтэй бүтээгдэхүүний маркетингийн тухай онолын судалгаа,” *Management & Innovation*, №4 (026) 2022
- Dolgormaa E & Tamir O "An Innovative Teaching Mode: Case Action Learning Connotation, Value Logic and Implementation Path,” *Management & Innovation /ICIED/*, №2 (024) 2022
- Bat-Erdene J & Tamir O " Эрчим хүчний зүүн түгээх төвийн үйл ажиллагааны эдийн засгийн үр ашигтай байдлыг сайжруулах боломж (Намгархаг болон зөөлөн хөрстэй газарт байрлах тулгуурын бэхлэгээний жишээн дээр),” *ШУТИС-ийн Эрдэм шинжилгээний бүтээлийн эмхэтгэл: "Эрдмийн чуулган-2022" Магистр, Доктор оюутны эрдэм шинжилгээний хурлын эмхэтгэл*, No.22(5)/293, 2022
- Tamir O & Davaa J " Органик хүнсний бүтээгдэхүүний сав баглаа боодлын харагдах байдлын дизайн худалдан авалтанд нөлөөлөх нь”, *Management & Innovation*, №1 (023) 2022

2021:

- Dolgormaa E & Tamir O "Impact of Macro Environmental Factors on Mongolian Consumers’ Recycling Behavior - Монголчуудын хогоо ангилан ялгахад нөлөөлж буй макро хүчин зүйлсийн судалгаа”, *Management & Innovation*, №1 (019) 2021
- Navaantaya D & Tamir O "Талент менежментийг хөгжүүлэх нь”, *Management & Innovation*, No.04(022), 2021

2020:

- Tamir O & Byamba-Yondon B., "Дуурь бүжгийн эрдмийн театрийн социал медиа маркетинг", *Management & Innovation*, №4(018) 2020
- Amar B & Tamir O., "Impact of Facebook consumption experience on attitude towards Facebook advertising in Mongolia - Монголчуудын фэйсбүүк дэх зар сурталчилгаанд хандах хандлагад фэйсбүүк хэрэглээний туршлага нөлөөлөх нь”, *Management & Innovation*, № 4 (018) 2020
- Tamir O & Ganga M., "Estimating customer lifetime value - Хэрэглэгчийн үнэ цэнийг тооцох нь”, *Management & Innovation*, №1(015) 2020

2019:

- Tamir Oyunbileg & Ariunjargal Sainjargal “Impact of Cultural Values on the Effectiveness of Emotional Appeal in Advertising: Hope vs. Fear”, *New Marketing in Turbulent Environment*, 2019-Korean Scholars of Marketing Science International Conference, Nov.16, 2019.
- О.Тамир, С.Ариунжаргал, “Сэтгэл хөдлөл ашигласан зар сурталчилгааны үр ашигтай байдалд соёлын үнэ цэнийн нөлөөлөл”, *Менежмент ба Инноваци (Management & Innovation)*, №1(011), 2019
- Khongorzul B, & Tamir O., “Influence of personal factors on customer evaluation of indoor environment indicators of furniture store - Тавилгын дэлгүүрийн дотоод орчны үзүүлэлтүүдэд өгөх хэрэглэгчийн үнэлгээнд хувийн хүчин зүйлс нөлөөлөх нь,” *Management & Innovation*, №4(014) 2019
- Ulziinyam.N & Tamir.O, “Mongolian Consumer Behavior Research on Attitude towards Eco and Smart Furniture - Эко, ухаалаг тавилгад хандах Монгол хэрэглэгчийн зан төлөвийн судалгаа,” *Management & Innovation*, №4(014) 2019

2018:

- О.Тамир, Б.Ариунаа “Хэрэглэгчийн үнэнч байдалд борлуулалтын ажилтны үйлчилгээний чанар нөлөөлөх нь,” *ШУТИС-ийн Эрдэм шинжилгээний сэтгүүл*, No.1(32)/1/228, 2018

2017:

- Tamir Oyunbileg, Banzragch Mijiddorj, and Temuulen M, “Designing Advertisement: An Application of Neuromarketing”, *Multidisciplinary Brain Science-2017 International Conference, The 4th Annual Meeting of the Mongolian Neuroscience Society*, Mongolian Neuroscience Society, Sep.15-16, 2017.
- О.Тамир, Б.Алтангуяа, “Брэндийн Логог Зар Сурталчилгаанд Оновчтой Байршуулах Боломжийн Судалгаа,” *Нийгэм Эдийн Засгийн Тулгамдаж буй Асуудал, Шийдвэрлэх Арга Зам – Эрдэм Шинжилгээний Хурал*, Отгонтэнгэр их сургууль, 2017.04.26.
- О.Тамир “Бүтээгдэхүүний Үнэлгээнд Сэтгэл Хөдлөлийн Валент болон Хүч Харилцан Холбоотойгоор Нөлөөлөх нь,” *Эрдмийн Чуулган-2017-Профессор Багш нарын Эрдэм Шинжилгээний Хурал. 2017 он.*

- О.Тамир, Б.Алтантуяа, Г.Даваасүрэн, Б.Жамбал-Очир, “Постер сурталчилгаанд брэндийн логог оновчтой байршуулах нь,” *ШУТИС-ийн Эрдэм шинжилгээний сэтгүүл*, No.4(21)/18/223, 2017
 - О.Тамир, М.Тэмүүлэн “Нейромаркетинг: Постер рекламы оновчтой шийдэл олох нь,” *ШУТИС-ийн Эрдэм шинжилгээний сэтгүүл*, No.4(21)/18/223, 2017
- 2016:
- Tamir Oyunbileg, “The Moderating Roles of Emotional Arousal Level on the Effects of Advertisement Type on Product Evaluation”, *Монгол Орос Залуу Судлаачдын Онол-Практикийн Бага Хурал* 2016 оны 9-р сарын 6.
 - Tamir Oyunbileg and Temuulen M, “Neuromarketing: An Application of Neuro Science”, *Multidisciplinary Brain Science-2016, The 3rd Annual Meeting of the Mongolian Neuroscience Society*, Mongolian Neuroscience Society, Sep.23-24, 2016.
 - Tamir Oyunbileg, The Impact of Regulatory Goal Induced Emotions on Product Evaluations, Vol. 27, *2016-WINTER MARKETING ACADEMIC CONFERENCE*, American Marketing Association, Las Vegas, Nevada, USA, page: C26-C27.
 - Choi, Nak Hwan and Oyunbileg, Tamir “Interaction Effects of Arousal Level of Positive Ambient Emotion and Advertisement Type on Product Evaluation,” *Asia Marketing Journal*, Vol. 18 No. 01, April 2016, (37 ~ 53). <http://dx.doi.org/10.15830/amj.2016.18.1.37>
 - Choi, Nak Hwan, Jae Min Jung, Tamir Oyunbileg, and Pianpian Yang, “The Impact of Emotional Arousal Levels and Valence on Product Evaluations: From Regulatory Goal Perspective,” *European Journal of Marketing*, Vol. 50 No. 1/2, 2016 pp. 78-99. <http://dx.doi.org/10.1108/EJM-09-2013-0481>
- 2015:
- Tamir Oyunbileg, “The Impact of Negative Emotion on Consumer Choice,” *The 6th Conference of MUSTAK-2015*, MUST, Mongolia, 19-20th Aug, 2015.
 - О.Тамир, “Mongolian luxury brand consumption”, *Хүрэлтогоот-2015 Эрдэм шинжилгээний бага хурлын эмхэтгэл*, 241-247х.
 - Choi, Nak Hwan, Tamir Oyunbileg, and Naranzul Tsogtbayar, “The Effect of Ambient Sadness on Hedonic Choice,” *Journal of Distribution Science*, Republic of Korea, vol.13, no.3, March- 2015.
- 2014 он:
- Choi, Nak Hwan, Tamir Oyunbileg, and Tuya Dashsuren, “A Study of Luxury Brand Consumption in Mongolia,” *International Business Review*, Republic of Korea, vol.18, no.3, September- 2014.
 - Tamir Oyunbileg, “The Effect of Ambient Sadness on Self-Control Dilemma,” *2014 사단법인 한국산업경제학회 추계국제학술발표대회*, Korean Industrial Economic Association, Republic of Korea, 29th Nov, 2014.
 - Tamir Oyunbileg, “The Effect of Ambient Sadness on Self-Control Dilemma,” *2014 년 제1 회 상과대학 대학원 학술발표대회*, College of Commerce, Chonbuk National University, Republic of Korea, 21th Nov, 2014.
 - Tamir Oyunbileg, “A Study of Luxury Brand Consumption in Mongolia,” *2014 년 (사)한국국제경영관리학회 춘계학술대회 논문집 - 중소기업 글로벌화를 통한 국제경쟁력 강화방안*, Korean Academy of International Business Management, Republic of Korea, 23-24th May, 2014.
 - Tamir Oyunbileg, “Underlying Motivations for Luxury in Mongolia,” *The International Conference on Industrial Convergence Technology - The 5th Conference of MUSTAK-2014*, Soon Chun Hyang University, Asan city, Republic of Korea, 10-11st May, 2014.
- 2012 он:
- Tamir Oyunbileg, “Hypotheses about the Interactive Roles of Unconsciously Primed Goals and Ad Types on Feeling Rights and Product Evaluation,” *2012 International Marketing Conference on Asia Marketing Innovation – BK21 Korea*, Northeastern University, China, 25-27th Oct, 2012.
 - Tamir Oyunbileg, “The Moderating Roles of Arousal Levels and Valence of Emotions in Product Evaluations,” *2012 GAMMA-Global Marketing Conference at Seoul*, COEX, Seoul city, Republic of Korea, 19-22th July, 2012.
- 2010 он:
- Tamir Oyunbileg, “Employees’ Organization Identification and Behavior,” *The 1st International Conference of Marketing*, MUST, Mongolia, 14-16th Oct, 2010.
- 2006 он:
- О.Тамир, “Компьютерийн техник менежментийн сургуулийн өрсөлдөх чадварын судалгаа,” *ШУТИС-ийн Эрдэм шинжилгээний бүтээлийн эмхэтгэл: "Кредит систем - сургалтын чанарын асуудлууд" онол практикийн бага хурал*, ШУТИС, No.5/83.