



1. Name	Ariunaa	
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E-mail	kh.ariunaa@must.edu.mn	
Telephone	(976) 11-458151	Mobile: 99240909
Rank	Associate professor	
Tenure/ Non-tenure		
Department /Division	Business Administration	
Year joined institution	From 2001	To present
Prior teaching experience		
	Employer	
	Position(s) held	
2. Education	Ph.D., Business Administration, Computer Science Management School, Mongolian University of Science and Technology , (2003-2008) PhD in BA M.B.A., Business Administration, Computer Science Management School, Mongolian University of Science and Technology (2000-2001) MBA B.B.A, Business Administration, Computer Science Management School, Mongolian University of Science and Technology, (1996-2000) BBA	
3.Prior Experience not in education	From Employer Position(s) held	
4.Professional memberships (include offices held)		
5. Professional Meeting Attended	Date	2021
	Location	Mongolia
	Title of Organization	"Academic conference of MUST - 2021" proceeding, MUST, 2021, №21/(4)-281, 209p.
	Professional field	"Assessing the quality of distance learning services during COVID-19: An analysis of the TAM model"
6. Papers Presented	Date	2021
	Location	Germany.
	Title of Conference	10th International Symposium on Computer Science and Educational Technology (ISCSET - 2021)
	Theme	"The Impact of Distance Learning Quality on Student Satisfaction and Continuance Usage Intentions During COVID-19"
	Date	2021
	Location	Online conference, Pakistan
	Title of Conference	ACAMS-2021, Pakistan, 2nd Alhamd Conference on Advances in Management Sciences (ACAMS) 2021
	Theme	"Impact of consumer values and sustainable company's image on attitude and purchase intention toward organic cosmetics"
	Date	21-Mar-23
	Location	at Vienna University of Economics and Business, Austria.
	Title of Conference	Research Seminar of Department of Management

	Theme	"Mongolian cultural heritage, nation's societal values" and "Mongolian culture and gender gap"
7. Publications		<p>1. "Assessing the quality of distance learning services during COVID-19: An analysis of the TAM model" "Academic conference of MUST - 2021" proceeding, MUST, 2021, №21/(4)-281, 209p.</p> <p>2. "Business collaboration with universities as a corporate social responsibility", Management & Innovation scientific journal, MUST-2021, №02(020), 43p.</p> <p>3. "An Integrated Model of Leadership style, motivation of the Employees and Cultural values: A Structural analysis" Management & Innovation scientific journal № 02 /020/ ICIED-2021, 188p.</p> <p>4. "The Impact of Distance Learning Quality on Student Satisfaction and Continuance Usage Intentions During COVID-19" 10th International Symposium on Computer Science and Educational Technology (ISCSET - 2021), Germany.</p> <p>5. "Impact of consumer values and sustainable company's image on attitude and purchase intention toward organic cosmetics" Management and Innovation: ICIED-2022, 02 (024)</p> <p>6. "Cultural influences on service quality expectation: evidence from Mongolian higher education" Proceedings of International Symposium on Computer Science and Educational Technology (ISCSET 2022) 1869-5213. - ISCSET 2022: 24th - 26th October, 2022; EMU Tashkent, Uzbekistan, Published: 2022-10-12</p> <p>7. "Visual communication and consumer-brand relationship on social networking sites", Scientific paper, 2022, MUST, 22(18) 306</p>
8. Research Activity	Year	2023
	Title	"Cultural influences on service quality: A comparative study between the Austrian and Mongolian higher education "
	Research field	Cross-cultural management
9. Consulting	Year	
	Client	
	Consulting field	
	Activities performed	
10. Professional Growth Activities	Year	2011
	Title of Organization	UNINET, Scholarship for Post Docs student, Supervisor Univ.Prof. Dr. Harald Badinger, Department of Economics, Institute for International Economics
	Professional field	"Exchange rate and Dutch Disease in Mongolia",
	Year	2015
	Title of Organization	UNINET, Scholarship for Post Docs student, Supervisor Univ.Prof. Dr. Kurt Matzler, Department of Strategic Management, Marketing and Tourism, Institute for Strategic Management, Marketing and Tourism, University of Innsbruck.
	Professional field	"The Relationships Between Culture and Service Quality Perceptions"
	Year	2023
	Title of Organization	Ernst Mach Grant, Scholarship for Post Docs student, Univ.Prof. Dr. Marie-Therese Claes, Vienna University of Economics and Business.
	Professional field	"Cultural influences on service quality expectation: A Comparative Study between Austria and Mongolian higher education."
11. Seminar, training programs (conducted for Business and Industry)	Year	
	Title of Organization	
	Title	
12. Professional Presentations, Speeches	Date	
	Location	
	Title of Organization	
	Presentation Title	
13. Institutional Services Performed	Year	
	Committee	

14. Recognition and Honors	Year	2019
	Award	“Honorary Labor Medal” of the president of Mongolia.
	Title of Organization	The president of Mongolia.
	Year	7/10/1905
	Award	The award for the best pedagogue.
	Title of Organization	MUST
	Year	2017
	Award	The award for the best pedagogue.
	Title of Organization	MUST
15. Professionally- Related Community Activies	Year	
	Title of Organization	
	Activities	
Name	Kh.Ariunaa	
Date	2023.11.18	