

# Resume

**Name:** MOU Lei (Alex)

**Date of Birth:** June 18, 1981

**Education Qualification:** PhD in Computer Science

**Professional Title:** Lecturer

**Research Interests:**

e-Tourism, Mobile Privacy, e-Commerce

**Language Proficiency:**

Fluent in Chinese Mandarin and English

**Place of Work:** Chengdu University, P. R. China

**Ways to Contact:**

- Mobile: 86+18628314356;
- email: [mulei@cdu.edu.cn](mailto:mulei@cdu.edu.cn);



**Personal Introduction:**

Mou Lei has been a full lecturer of Chengdu University, Mainland China since 2003. He received his BE and ME from the University of Electronic Science and Technology of China. In 2011, he obtained a full scholarship from Erasmus Mundus Action 2-a Sustainable e-Tourism Project and got his PhD from the University of Grenoble Alps, France. His research interests are online marketing and ICTs applications in tourism particularly in SoCoMo marketing (Social media Context and Mobile Marketing).

Mou Lei was the Director of the Modern Language Educational Technology Center of College of Foreign Languages and Cultures, Chengdu University during 2003-2010. He has been appointed as the Deputy Dean of College of Foreign Languages and Cultures, Chengdu University since 2014, and his major responsibilities include research, international affairs, postgraduate programs and training.

Mou Lei was an invited keynote speaker of the cross-border e-commerce seminar held on July 18, 2017 in Chiang Mai University, and has been the core member and lecturer of several consecutive MS programs conducted between his college and Thai universities, which include a MS program in Knowledge Management (Chiang Mai University) and a MS program in Logistics and Supply Chain (Naresuan University).

Mou Lei has been appointed as External Co-Supervisor of PhD candidate of Universiti Pendidikan Sultan Idris, Malaysia from December, 2018.

### **Educational Background:**

- **December 2011-March 2017, PhD in Computer Science**  
University of Grenoble Alps, France  
(A full scholarship supported by the Erasmus Mundus Action 2- A Sustainable e-Tourism project)  
**Research field:** *e-Tourism, Mobile Privacy, e-Commerce*
- **September 2008 –June 2011, Master of Engineer in IT Engineering Management**  
University of Electronic Science and Technology of China, P. R. China
- **September 1999-June 2003, Bachelor of Engineer in Information Engineering**  
University of Electronic Science and Technology of China, P. R. China

### **Professional Responsibilities:**

- **2014-present, Deputy Dean** of College of Foreign Languages and Cultures, Chengdu University, China.
- **2003-2010, Director** of Modern Language Educational Technology Center of the College of Foreign Languages and Culture, Chengdu University, China

### **Recent Publications:**

1. **Mou Lei** and Zhou Hong. (2017). The Influence of Chinese Classical Novels on Thailand -- a Case Study of the Romance of the Three Kingdoms. *Proceedings of the 13<sup>th</sup> International Conference on Thai Studies (ICTS13)*. July 15-18, Chiang Mai, Thailand. (paper accepted)
2. Jing Fu, **Mou Lei** and Paipan Thanalerdsopit. (2017). Customer Knowledge Management: Engaging Chinese Tourists in the Destination of Thailand. *Asian Journal of Tourism Research*. (paper accepted)
3. Jing Fu, **Mou Lei**, Paipan Thanalerdsopit and Liu Weiyi. (2017). Customer Knowledge Management: Connecting Chinese Tourists to the Destination of Thailand. *Proceedings of the 13<sup>th</sup> International Conference on Thai Studies (ICTS13)*. July 15-18, Chiang Mai, Thailand. (paper accepted)
4. **Mou Lei**, Li Ping and Jing Fu (2015) . “Managing the Knowledge for Chinese Tourists: the Destination

of Thailand”. *Proceedings of the 9th International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*, Dec 15-17, 2015, Kathmandu, Nepal;

5. **Mou Lei** and Ahmed Lbath (2015). ‘Towards a mobile application framework with preservation of location privacy: application to m-tourism’. *International Journal of Spatial, Temporal and Multimedia Information Systems*. InderScience Publication.
6. Soultana Tania Kapiki, Jing Fu and **Mou Lei** (2014). ‘Strategic framework showcasing Greece in Chinese tourism market’. *EuroMed Journal of Business*, Vol.10 (3): 311-325, indexed by **SCOPUS**.
7. Soultana Tania Kapiki, **Mou Lei** and Jing Fu (2014). “Assessment of the Lodging Industry Profitability Performance: Invest in Independent or Chain Ownership?” *Turizam*, 18 (2): 84-94. (ISSN 1450-6661 (Hard Copy) | ISSN 1821-1127 (Online) | UDC: 338.48, indexed by **CIRET's Data Bases** on the Tourism, Leisure, Outdoor Recreation and Hospitality Industry and **ROAD** (Directory of Open Access Scholarly Resources).
8. **Mou Lei** and Ahmed Lbath. (2014) ‘A Grid-based Location Privacy-Preserving Method for LBS Users’. *Proceedings of the 22<sup>nd</sup> ACM SIGSPATIAL International Conference on Privacy in Geographic Information Collection and Analysis (Workshop)*. November 4, 2014, USA.
9. **Mou Lei**, Ahmed Lbath and Marie-Christine Fauvet. (2014). ‘Towards a mobile application framework with preservation of location privacy: application to m-tourism’, *Proceedings of the Colloque International De Geomatique-Geomatique et Cartographie: Une Vision Prospective des Territoires*, pp: 68-73. July 2-3, 2014, Orleans, France.
10. Soultana Tania Kapiki, Jing Fu and **Mou Lei** (2014). “Managing the Knowledge for Chinese Tourists: Establishment of Greece as a Preferred Destination”. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCM)*, pp: 81-86, Athens, Greece, June 18-20, 2014. (ISBN: 978-960-287-145-4).
11. Soultana Tania Kapiki, Jing Fu and **Mou Lei** (2014). “A Systems Thinking Approach for an e-Tourism & Hospitality Curriculum Design”. *Proceedings of the International Conference on Cross-cultural Issues in Tourism and Hospitality*, pp: 71-85, Chania, Crete, Greece, May 14-16, 2014. (ISBN 978-0-948314-61-2).
12. Pathathai Na Lumpoon, **Mou Lei**, Isaac Caicedo-Castro, Marie-Christine Fauvet, Ahmed Lbath. (2013). *Proceedings of the 7<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*. December 18-20, 2013, Chiang Mai, Thailand.
13. Pathathai Na Lumpoon, **Mou Lei**, Teerawat Kamnardsiri, Ahmed Lbath, Marie-Christine Fauvet. (2012). ‘Illustrating some issues raised when designing context-aware personalized services for mobile users’. *e-*

*Proceedings of the 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA)*. September 9-11, 2012, Chengdu, China.

### **Recent Research Projects:**

- April-November, 2017. ‘Destination Marketing and Management for Chiang Mai, Thailand’. Associated with Chiang Mai University International College and funded by Asian Immersion Co. Ltd. Thailand. (Completed).
- December, 2016-March, 2017. ‘A Research on the Promotion of Chinese Language and Dissemination of Chinese Culture in Thailand’. Associated with Chiang Mai University International College and funded by Asian Immersion Co. Ltd. Thailand. (Completed).
- May-November, 2015. ‘Promoting Thailand in the Chinese Outbound Market: a cross-cultural perspective’. Associated with Social Research Institute of Chiang Mai University and funded by Thailand Research Funds. (Completed).

### **International Conferences Attended:**

- July 15-18, 2017: The 13th International Conference on Thai Studies (ICTS13). Chiang Mai, **Thailand**.
- December, 2015: The 9<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA). Kathmandu, **Nepal**;
- July, 2014: The Colloque International De Geomatique-Geomatique et Cartographie: Une Vision Prospective des Territoires. Orleans, **France**;
- June, 2013: The Biannual Meeting of the International Academy for the Study of Tourism. Olhao, Algarve, **Portugal**;
- September, 2012: The 6<sup>th</sup> International Conference on Software, Knowledge, Information Management and Applications (SKIMA). Chengdu, **China**.

### **Subjects Taught (September, 2012-present):**

- Research Methodology (in English, postgraduate program, a consecutive program of Master of Science in Knowledge Management between Chengdu University and Chiang Mai University)
- Technology Translation (in English, undergraduate program, Chengdu University)
- Computer-aided Translation (in English and Chinese, undergraduate program, Chengdu University)
- Multi-media Courseware Production (in English and Chinese, undergraduate program, Chengdu University)