

## **GUO Lei**

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### **Education**

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Doctor of Philosophy in Management (Management) Oct 2010  
University of Exeter Business School, UK

Master of Technology in Knowledge Engineering (now Intelligent Systems) Jul 2020  
Institute of Systems Science, National University of Singapore

Master of Business Administration Aug 2003  
Adelaide Business School, University of Adelaide, Australia

Bachelor of Arts Jul 1994  
School of Foreign Languages and Literatures, Beijing Normal University, China

### **Teaching**

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- Adjunct Faculty, Department of Marketing and Department of Analytics and Operations, NUS Business School (Jan 2021 to present)
- Fellow, NUS Advanced Computing Center for Executives, School of Computing (Jul 2019 to present)
- Mentor, NTU Entrepreneurship Academy, Nanyang Technological University (Nov 2019 to present)
- Senior Lecturer, Data Science, and Lead of Data Science Programme, NUS School of Continuing and Lifelong Education (Sep 2017 to Jun 2019)
- Lecturer/Senior Lecturer, Analytics and Intelligence Systems, NUS Institute of Systems Science (Jan 2011 to Aug 2017)
- Assistant Professor, Nanjing University of Science and Technology, (Sep 1994 to Dec 1997)

## Research

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- Principal Investigator of Land Transportation Innovation Fund (Research Grant SGD 597,000), led a series of behavioral experiments for research project ‘Towards Better Travel Demand Management’, from Jul 2014 to Jul 2017
- Principal Investigator of Public Transport Experience Study with Singapore Public Transport Council, led a series of qualitative and quantitative studies on public transport experience from Apr 2016 to Dec 2017
- Principal Investigator of Land Transportation Innovation Fund (Research Grant SGD 322,000), led large-scale survey research on Commuters Travel Choice from Jul 2012 to Jul 2013
- Visiting Researcher at University of Warwick UK, with research project ‘Home Hub-of-all-Things as Platform for Multi-sided Market powered by Internet-of-Things’, funded by the Engineering and Physical Sciences Research Council, UK in Dec 2012
- Research Associate with Cambridge Service Alliance for the project ‘C-AWARE: Enabling Consumer Awareness of Carbon Footprint through Mobile Service Innovation’, funded by the Engineering and Physical Sciences Research Council, UK from 2010 to 2011
- Visiting Researcher at Guanghai Management School, Peking University, for research work on sales force management from Nov to Dec 2010
- Research Associate with Cambridge Service Alliance, for research project ‘Support Service Solutions: Strategy and Transition’, funded by the Engineering and Physical Sciences Research Council, UK, from 2007 to 2009

## Industry Experience

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- Chief Representative, China Office, Scott & English Ltd, Haw Par Corporation 1998 to 1999
- Programme Manager, Singapore Chinese Chamber of Commerce & Industry 2000 to 2001
- Marketing Manager, NUS Business School and NUS Shanghai Office 2003 to 2006

## Honors and Awards

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- NUS ISS Teaching Excellence Award, 2013 and 2015

- UK-ASEAN Knowledge Partnership Award by the Foreign and Commonwealth Office, UK, 2012
- Fellowship Award by Asian Communication Research Centre, Singapore, 2009

## Appendix I

### Courses Taught

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#### NUS Academic Programmes

2011 to 2017	<b>Master of Technology in Software Engineering</b> SG5225: Service Innovation SG5220/5221: Research on Advanced IT Topics I & II
2014 to 2017	<b>Master of Technology in Enterprise Business Analytics</b> EB5101: Foundation of Business Analytics EB5103: Advanced Analytics EB5105: Enterprise Business Analytics Project EB5201: Campaign Management EB5203: Customer Relationship Management EB5207: Analytics in Tourism and Hospitality
2019 to 2023	<b>Master of Science in Industry 4.0</b> IND5024 Strategic Procurement in a Digital World <b>Master of Science in Marketing Analytics and Insights</b> BMK5104 Marketing Analytics Visualisation and Communication <b>Master of Science in Management</b> BMS5517 Product Experience Management <b>BBA Programme</b> MKT4423 Design Thinking and Business Innovation MKT4761G Product Experience Management MKT4761B Customer Analytics and Visualisation
2019 to Now	<b>Master of Science in Industry 4.0</b> DOS5022 Data Analytics for Smart Manufacturing

#### NTU Academic Programmes

2020 to Present	<b>FlexiMasters in Technopreneurship and Innovation Programme</b> CET901 Entrepreneurial Marketing & CET 906 Entrepreneurial Business Development
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#### Selected Education Programmes for Public

School of Computing, NUS	NUS FinTechSG Programme SGInnovate Programme Digital Transformation Programme
NUS Business School	Accelerated Management Program Global HR Leaders Program HR Analytics Predictive Analytics for Marketing
Risk Management	Data Analytics for Banking Professionals

Institute, NUS	
NTC, NTU	Enterprise Leadership for Transformation

### Major Corporate Clients of Consulting Projects and Training Programmes

Banking and Finance Sector	<p>Agricultural Bank of China  Bank of China  Bank of Singapore  Bank Indonesia  DBS  Etiqua Malaysia  HSBC  Mizuho Bank  Monetary Authority of Singapore  NTUC Income  OCBC  Standard Chartered Bank  UOB</p>
Healthcare	<p>SingHealth  National University Hospital  Chia Tai Pharmaceutical Group  National University Healthcare EMBA  Roche</p>
Public Sector	<p>GovTech  Land Transport Authority  Ministry of Defence  Ministry of Manpower  National Council of Social Service  National Library Board  Public Transport Council  Shandong Government  Singapore Police Force  Wuxi Government</p>
Others	<p>CapitaLand  Chinese Swimming Club  Club 21  Daimler South East Asia  DSTA  Esri  Keppel Offshore &amp; Marine  Petronas Malaysia  Rajah &amp; Tann Asia Law Firm  Singtel  ST Engineering  Sumitomo Chemical</p>

## Appendix II

### Selected Publications

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#### Journal Paper

- 2018 Lim Swee Cheang and **Lei Guo**, “The Heartware of a Smart Nation” *Journal of Asia-Pacific Studies* (Waseda University) No. 32, March 2018
- 2017 **Guo, Lei**. “Exploring Peak Hour Fare Elasticity Using Smartcard Data”, accepted by IATBR
- 2013 Rajagopal, SaiSudha, **Lei Guo**, and Bo Edvardsson. “Role of Resource Integration in Adoption of Medical Tourism Service”, *International Journal of Quality and Service Sciences*, 5 (3): 321-336
- 2012 **Guo, Lei** and Irene C.L. Ng. “The antecedents of salespeople’s relational behaviors”, *Journal of Business and Industrial Marketing*, 27 (5): 412-419
- 2011 **Guo, Lei** and Irene C.L. Ng. “The co-production of equipment-based services: an interpersonal approach” *European Management Journal*, 29: 43-50.

#### Book Chapter

- 2015 Lim Swee Cheang and **Lei Guo**, “Digital Inclusion, the Singapore Perspective” in *Digital Divides: The New Challenges and Opportunities of e-Inclusion* by Taylor & Francis
- 2012 **Guo, Lei** and Irene C.L. Ng, “Behaviour transformation: An examination of relational governance in complex engineering service delivery” in *Complex Engineering Service Systems: Concepts & Research*, Ng, Irene C.L., Peter Wild, Glenn Parry, Duncan MacFarlane and Paul Tasker (Eds.) by Springer

#### Conference Paper

- 2019 Hafizah Osman, **Lei Guo** and Swee Kit Alan Soong, “Pushing Past the Bottleneck: Using Decoding the Disciplines framework for online learning design”, 36<sup>th</sup> *ASCILITE*, 2<sup>nd</sup> to 5<sup>th</sup> December, 2019, Singapore
- 2015 **Guo Lei**, “Using big data analytics in transforming public transport commuters’ travel behaviour”, *The 14<sup>th</sup> International Conference on Travel Behaviour Research*, 19<sup>th</sup> to 24<sup>th</sup> July, 2015, Windsor, UK
- 2013 **Guo Lei**, Virginia Cha and Pallab Saha, “Will Easy Access Increase Public Transport Use?” *The 22<sup>nd</sup> Annual Frontiers in Service Conference*, 4<sup>th</sup> to 7<sup>th</sup> July, 2013, Taipei, Taiwan
- 2012 Ng, Irene C. L., **Lei Guo**, Ding, Yi, “Continuing Use of Information Technology as Value Co-creation: The Role of Contextual Variety and Means Driven-ness”, *SERVSIG International Service Research Conference*, June 7<sup>th</sup> to 9<sup>th</sup>, 2012, Helsinki, Finland

- 2011 **Guo Lei** and Pallab Saha, “Government Data as a Platform for Innovation: A Study of Singapore’s Open Data Initiative”, *21<sup>st</sup> Annual Frontiers in Service Conference*, 14<sup>th</sup> to 17<sup>th</sup> June, 2012, Columbus, Washington, DC, US
- 2011 **Guo Lei**, “Towards a Service Dominant Medical Tourism System”, *20<sup>th</sup> Annual Frontiers in Service Conference*, 30<sup>th</sup> June to 3<sup>rd</sup> July, 2011, Columbus, Ohio, USA
- 2010 **Guo, Lei**, “An Examination of Interpersonal Relationships between the Service Provider and the Customer in Service Provision”, *18<sup>th</sup> International Colloquium in Relationship Marketing*, 27<sup>th</sup> to 29<sup>th</sup> September, 2010, Reading, UK
- 2010 **Guo, Lei**, and Irene C. L. Ng, “Relational governance on interpersonal cooperation in equipment-based services”, *the 11<sup>th</sup> International Research Seminar in Services Management*, 25<sup>th</sup> to 28<sup>th</sup>, May 2010, La Londe, France
- 2009 **Guo, Lei**, and Irene C. L. Ng, “Salesperson’s Motivations for Cultivating Customer Relationships”, *the 9<sup>th</sup> International Conference on Relationship Marketing*, 30<sup>th</sup> September to 2<sup>nd</sup> October 2009, Berlin, Germany
- 2008 Ng, Irene C. L., **Lei Guo**, James Scott and Nick Yip, “Towards a Benefit based Framework for Understanding B2B Services and its impact on Contract and Capability”, *the 10<sup>th</sup> International Research Seminar in Services Management*, 27<sup>th</sup> to 30<sup>th</sup> May 2008, La Londe, France