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|---------------------------------|--|---|-------------------|---|--|
| <b>Personal Information</b>     | Name   | LEI XU  |                   |  |  |
|                                 | Title  | associate professor   |                   |   |  |
|                                 | Position   | N/A   |                   |   |  |
|                                 | Gender   | <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female                    |                   |   |  |
|                                 | Date of Birth  | 24-11-1974  |                   |   |  |
|                                 | Nationality  | China   |                   |   |  |
|                                 | Passport No.   | N/A   |                   |   |  |
|                                 | Contact  | Email   | 1376098369@QQ.COM |   |  |
|                                 | Employment   | <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time            |                   |   |  |
|                                 | Discipline   | Management - International Business   |                   |   |  |
|                                 | Courses Taught   | International marketing<br>International business negotiation                               |                   |   |  |
|                                 | <b>Education Background</b>  | September 2001 - June 2004, Master of Management, School of Management, Zhejiang University |                   |   |  |
| <b>Professional Experience</b>  | January 2015 - July 2015, visiting scholar, Nanyang Polytechnic University, Singapore  |   |                   |   |  |
| <b>Introduction (paragraph)</b> | Associate professor, Master of Management, Zhejiang University, has been committed to the teaching and research of international business and has achieved a series of research results in education and teaching. Presided over 3 provincial and ministerial education and teaching reform projects; Published 5 high-level education and teaching papers in CSSCI and other journals; Published and edited the book "Sapphire in the Indian Ocean - Sri Lanka" |   |                   |   |  |
| <b>Talent Title</b>             | N/A  |   |                   |   |  |



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|--|---|
| <p><b>Academic Research Achievement</b><br/>(Completed within 5 years, from present to past)</p>     | <p>JOURNAL ARTICLES</p> <p>[1]"Sapphire" in the Indian Ocean - Sri Lanka [M] Zhejiang Business University Press, 2023</p> <p>Academic/Professional Meeting Proceedings/Presentations</p> <p>[1] Research and practice on the integration of competence-oriented teaching methods-based on the complete action model of "PBL+TBL" [J]. Education Observation, June 2019, professional journal of education</p> <p>[2] Reflection on the implementation of CBE capability-based education in applied courses -- reflection on "PBL+TBL" teaching practice, [J]. Education Observation, 2019.12 Education Professional Journal</p> <p>[3] The "same direction" of ideological and political curriculum and ideological and political curriculum is based on the practice of ideological and political reform of international business major [J]. Education Observation, 2021.11</p> <p>[4] Research on the "trinity and the same direction" of ideological and political courses [J] Journal of Hengshui University, Issue 4, 2022.8</p> <p>The research and practice of the "trinity and the same direction" of the ideological and political curriculum and the ideological and political curriculum -- taking the international business professional curriculum as an example: the first prize of essay solicitation (undergraduate group), November 2021, Provincial Association of Higher Education</p> |
| <p>Additional Information</p>  |   |
| <p><b>Academic Service</b></p>   | <p>N/A</p>  |
| <p><b>Application in Business</b></p>  | <p>N/A</p>  |
| <p><b>Engagement in School Activities &amp; Public Services Beyond Teaching Responsibilities</b></p> | <p><input type="checkbox"/>Policy Decision</p> <p><input type="checkbox"/>Advising</p> <p><input type="checkbox"/>Research</p> <p><input checked="" type="checkbox"/>Directing an Extracurricular Activities</p> <p><input checked="" type="checkbox"/>Providing Academic Advising</p> <p><input checked="" type="checkbox"/>Providing Career Advising</p> <p><input type="checkbox"/>Member of University/School Committees/</p> <p><input type="checkbox"/>Others</p> <p>(Please Specify _____)</p>   |