



The Sixth Wuhan International Conference



on E-Business

第六届武汉电子商务国际会议



Management Challenges in a Global World

全球化时代的管理挑战

Lakeview Garden Hotel

湖滨花园酒店

Wuhan, China
中国 武汉

May 26-27, 2007

2007年 5月26日-27日

Part I. Conference Program

Part II. Panel and Presentation Schedule

The Sixth Wuhan International Conference on E-Business

Management Challenges in a Global World

Registration 注册签到

May 25, 2007

14:30-17:00 Lake View Garden Hotel 湖滨花园酒店

19:00-21:00 Center of Academic Exchange, China University of Geosciences
学术交流中心, 中国地质大学(武汉)

May 26, 2007

07:30 Lake View Garden Hotel 湖滨花园酒店

Day 1 (Saturday May 26, 2007)

09:00-9:45 **Opening 开幕式** (Third floor, Guanhu building, 观湖楼三楼)

Chair- Jing Zhao, Co-Chair, The Center for International Cooperation in E-Business
(CICEB), China University of Geosciences, China

致词:

Welcome – Yanxin Wang, President of CUG

Welcome – Zhiyan Feng, Management Sciences Department, the National Natural
Science Foundation of China

Welcome – Mary Loyland, Program Chair, University of North Dakota, North Dakota,
USA

Welcome – Liang Yan, Dean of College of Management, CUG.

09:45-10:15 **Group photo taking 合影**

10:15-12:00 **Keynote Address 主题报告** (Third floor, Guanhu building 观湖楼三楼)

Chair- Tim O'Keefe, University of North Dakota, North Dakota, USA

Title: The Business of Open Source -- a second order Internet effect

Richard Watson, The J. Rex Fuqua Distinguished Chair for Internet Strategy and
Director of the Center for Information Systems Leadership in the Terry College at the
University of Georgia. (AIS President, 2004-2005, University of Georgia, USA)

Title: A Global Business World: RFID Everywhere

Claudia Loebbecke, Chair for Business Administration and Media Management,

University of Cologne, Germany. Past-President of the Association for Information Systems (2005–2006).

12:00-13:15 Lunch 午餐

13:15-15:00 Special Address and Concurrent Sessions for Paper Presentation

特邀报告和分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室, 福满楼三楼第 5 会议室)

15:00-15:15 Coffee Break 休息

15:15-17:00 Concurrent Sessions for Paper Presentation 分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室, 福满楼三楼第 5 会议室)

17:15-18:00 Reception 欢迎宴会 新大谷酒店

18:00 Bus leaving from the reception

开车到汉口乘船

19:30-21:30 Entertainment night—Yangtze River cruise excursion

观赏绚丽江景:乘船夜游长江

Day 2 (Sunday May 27, 2007)

08:30-09:15 Keynote Address (Third floor, Guanhu building)

主题报告 (观湖楼三楼)

Chair- Mary Loyland, University of North Dakota, North Dakota, USA

Title: Strategic Decision Making and Support Systems: Comparing American, Japanese & Chinese Management

Robert Davison, Professor of Information Systems at the City University of Hong Kong. Associate Editor of the Information Systems Journal and Information Technology & People.

09:15-09:30 Coffee Break 休息

09:30-12:00 Concurrent Sessions for Paper Presentations 分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室, 福满楼三楼第 5 会议室)

09:30-12:00 Enterprise E-business Practices Forum (in Chinese)

企业电子商务应用论坛

(Room6, Second floor, Fuman building) 福满楼二楼第 6 会议室

Chair- *Xuping Jiang* Professor, School of Economics and Management, Tsinghua University, China

Presenters:

Xuping Jiang, Professor, School of Economics and Management, Tsinghua University

Pu Zhang, Director Ali College, Alibaba (China)Technology Co.,Ltd.

Shaozu Mei, Professor, University of Science & Technology of Beijing

Content:

The application of enterprise e-business is an inevitable outcome of the development of information and communications technology as well as economic globalization. How will traditional enterprises integrate traditional business with e-business to transform the business mode, organizational structure, and business process and management tools? How will newly-emerged internet enterprises innovate on their business modes by utilizing the media features of new techniques? The transformation and innovation induced by e-business has aroused extensive attention from the government, academia and enterprises. This forum will exhibit the enterprise e-business modes with industrial features, existing problems and solutions based on typical real cases. It is expected that enterprises and the academia would have more interaction and in-depth communication in an attempt to promote the development and successful application of enterprise e-business.

12:00-13:15 Lunch 午餐

13:15-15:00 Concurrent Sessions for Paper Presentation 分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室, 福满楼三楼第 5 会议室)

15:00-15:15 Coffee Break 休息

15:15-17:00 Concurrent Sessions for Paper Presentation 分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室, 福满楼三楼第 5 会议室)

13:15-17:00 Research Paper Publishing & Presenting Workshop (Room6, Second floor, Fuman building)

研究论文出版与宣读专题研讨会 (福满楼二楼第 6 会议室)

Chair: *Brian Whitworth*

Presenters:

Brian Whitworth, Senior Lecturer at Massey University (Albany), New Zealand, His main area of interest is the design and evaluation of social-technical systems.

Han Zhang, Associated Professor, College of Management, Georgia Institute of Technology, USA

Khaled E. A. Negm, Associate Professor in Etisalat University College, UAE.

Cuiling Yu, School of Management, Jilin University.

Du Honglu, School of Information, Renmin University of China.

Title: Research Paper Publishing & Presenting

Content: This workshop presents guideline “points” for new authors on the important academic skill of presenting one's work to others, whether a print publication or presenting face-to-face. Since the process of research publishing is complex, this workshop “chunks” the knowledge into individual elements, to make it easier to absorb, which are given with examples, and presented in publication order, to be easy to find. Two current PhD research proposals will be presented to the workshop for live comment and discussion. It is hoped that this workshop will be useful to PhD students and their advisors seeking to publish in academic journals or conferences.

Workshop Format:

1. Research Publishing and Presenting, part 1
2. Research Practice 2 Examples:
Title: Research on the Core Competence of Information Technology Absorption Based on Its Process Model
Title: Research on Theoretical Framework of Public IT systems Management in China
3. Research Publishing and Presenting, part 2
4. Summary Review and Questions

17:30-19:30 Dinner 晚宴 龙安大酒店

Closing Address 闭幕致词 *Frank Duserick*, College of Business, Alfred University, USA

Part II Panel and Presentation Schedule

Panel Timetable

Time/Room	Room 6, Second floor, Fuman building 福满楼二楼, 第6会议室
5/27/2007 9:30-12:00	Enterprise E-business Practices Forum (in Chinese)
5/27/2007 13:15-17:00	Research Paper Publishing & Presenting Workshop

Session Topics

Time/Room	Room1	Room2	Room3	Room4	Room5
5/26/2007 13:15-17:00	IM	EB	E-GOV/EB	IF	ET
5/27/2007 9:30-12:00	IM	EB	EB	IF	ET/IM
5/27/2007 13:15-17:00	IM	EB	EB/IM	IF/IM	ET/IM

Rooms 1-4, Second floor, Guanhu Building (观湖楼二楼, 第1-4会议室)

Room5, Third floor, Fuman Building (福满楼三楼, 第5会议室)

Session Chairs

Time/Room	Room1	Room2	Room3	Room4	Room5
5/26/2007 13:15-15:00	Tim O'Keefe	Qi Ming	Zhang Pengzhu	Zongqing Zhou	Juergen Seitz
5/26/2007 15:15-17:00	William Ward	Zong Dai	Nilmini Wilkramasinghe	Frank Duserick	David Pistrui
5/27/2007 9:30-12:00	Wilfred V. Huang	Khaled Negm	Adullah Al-Mudimigh	Ralf Zimmermann	Yiliy Tu
5/27/2007 13:15-15:00	Chun Che Fung	Xining Li	Robert Carasik	C. Sophie Lee	Diana Kao
5/27/2007 15:15-17:00	Cheikna Sylla	YanJun Zuo	Rimantas Gatautis	Ping Lin	Chunlu Liu

Special Address

Time	Presenter	Title	Room
5/26/2007 13:15-13:45	Asit Sarkar	Transforming University Research into Enterprise: Role of the Institutional Frameworks within Universities	Room1
	Chen Yu 陈禹	Some Theoretical Issues on E-Commerce—System Science and Game Theory	Room2
	Zhang Pengzhu 张朋柱	E-government Research Topics and Methods	Room3
	Long Junsheng 龙军生		Room4
	Hu Xiangpei 胡祥培	A Two-stage Solving Approach to Vehicle Routing Problem with Rigid Time Window: a Scheme Generating System and an Integer Programming Model	Room5
5/26/2007 15:15-15:45	Huang Minxue 黄敏学	Current Research in Internet Marketing	Room1
	Liu Zhenyu 刘震宇		Room2
	Khaled E. A. Negm	Emerging Threats to e/m-Business from IT Security's point of view	Room3

Attention presenters!

Please introduce yourself to your session chair ahead of time. If for any reason you do not show up on time, others will share your presentation time slot in your session.

MAY 26-ROOM 1

Time	Paper Title	Presenter	ID
13:15	Transforming University Research into Enterprise:Role of the Institutional Frameworks within Universities	Asit Sarkar	Special Address
13:45	Not-for-Profit Governance: A Case Study	Duserick Frank	IM005
14:00	An Empirical Study on Corporate Political Strategy in Transitional China		IM013
14:15	A Novel Knowledge Acquisition Approach on Basis of Fuzzy Sets and Rough Sets Pair Analysis	Tang Zhihang	IM018
14:30	The Analysis of Commercial Banks' Operative Efficiency and Study on the Choice of Improving Approaches	Sun Qingwen	IM039
14:45	Factors Influencing IS/IT Staff Retention: Some Preliminary International Comparisons	Turner Rodney	IM129
15:00	Coffee Break		
15:15	Current Research in Internet Marketing	Huang Meixue	Special Address
15:45	The Role of IT in Hospitality Operations	Zhou Zongqing	IM048
16:00	Entrepreneurship during Wartime: Cultural Forces Shaping Enterprise Development in Lebanon	Pistrui David	IM049
16:15	Option game valuation model of R&D project under new patent licensing system	Xue Minggao	IM052
16:30	An Empirical Research on the Relationship of Human Resource Management and Social Capital of Enterprise	Li Yanping	IM058
16:45	Study on the Effects of Technology Spillovers from Mergers and Acquisitions of TNCs in China	Hu Feng	IM066

MAY 27-ROOM 1

Time	Paper Title	Presenter	ID
9:30	Study on the Effect of Mergers and Acquisitions of TNCs on Employment in China	Hu Feng	IM067
9:45	Research on the Multistage Fuzzy Comprehensive Evaluation of Enterprise Management Environment	Feng Yanfei	IM068
10:00	The Forecasting of China Oil Demand Based on Fusion of Soft Computing and Hard Computing	Guo Haixiang	IM071
10:15	Path Diagram Analysis of Organizational Shared Knowledge	Liu	IM082

	Affection On Organization Performance	Guang	
10:30	Research on Software Process Metric based on AHP and SPC	Yang Tao	IM086
10:45	A Collaborative Forecasting Method for Retail Supply Chain Integration	Tang Bingyong	IM092
11:00	An Analysis on the Situation and Countermeasures of the Management of Intellectual Property Rights in Sichuan's Export-led Manufacturer	Xiao Yangao	IM093
11:15	Innovation Research on the Coordination and Management of the Yangtze Three Gorges Tourism	Cheng Congxi	IM100
11:30	The Efficiency Analysis of Networks Organization: Based on Two Dimensions	Wang Qiufei	IM105

MAY 27-ROOM 1

Time	Paper Title	Presenter	ID
13:15	The Research on Developing Core Competencies of Private Technological Enterprises of Suzhou City of China	Xia Haili	IM106
13:30	A Utility Model for Human Resource Management and its Application	Wang Zhiwei	IM139
13:45	The Instruments of Information Systems Service Quality Measurement	Li Jimei	IM142
14:00	A Study on the Perceptions of Human Resource Management in China	Li En	IM150
14:15	Survey of University Teachers' Compensation Satisfaction	Wang Ping	IM160
14:30	Research on City Logistics Center Location Based on Fuzzy Clustering	Li Yunyan	IM167
14:45	A production inventory model for deteriorating items in a stochastic production process	Wen Xiaowei	IM173
15:00	Coffee Break		
15:15	Dynamic Views on Firms' Market Power in Global Value Chain	Zhu Qin	IM176
15:30	Enterprise Strategic Performance Evaluating Research Based on the Balanced Scorecard	Gao Jie	IM195
15:10	Knowledge Integration: the Role of Firm-internal Social Capital and Organizational Culture-an Empirical Research in South China	Zhou Xiao	IM197
16:00	The Conference Center Tourism Market and its Use of Web-based Marketing	Zhou Zongqing	IM203
16:15	Synthesized Study on Endogenous Growth Model Based on Knowledge Accumulation	He Jun	IM205
16:30	Study on Integrated Collaborative Model Oriented to Chinese SMEs	Wang Jie	IM227
16:45	Strategic Positioning of Chinese Shipping Lines in a Logistics Chain	Yang Jiaqi	IM235

MAY 26-ROOM 2

Time	Paper Title	Presenter	ID
13:15	Some Theoretical Issues on E-Commerce—System Science and Game Theory	Chen Yu	Special Address
13:45	A Multi-bank and Off-line E-cash Scheme Based on Smart Card	Si Yali	EB015
14:00	The Role of Mobile Agents in M-commerce	Li Xining	EB037
14:15	EAI Systems Design of B2B Enterprises in J2EE Combined with Web Technologies	Li Cheng	EB051
14:30	From CSFs to CMM: Continuous Improvement on the ERP/ERP/II Implementation Processes	Wang Huifen	EB081
14:45	Analysis of Knowledge Management Evaluation System in Supply Chain	Li Qian	EB093
15:00	Coffee Break		
15:15		Liu Zhenyu	Special Address
15:45	Case Study of Suning's ERP Implementation	Yang Bo	EB098
16:00	Comprehensive strength entropy evaluation and Normative study of listed software companies in China	Gao Hua	EB101
16:15	RFID Technology Application in Logistics Transportation	Wang Wenjie	EB104
16:30	CRITICAL FACTORS FOR E-BUSINESS IN CHINA: Implications on Management	Durocher Gisele	EB162
16:45	Lock in End Customers -An Approach to Strategic Restructuring of the China Unicom Virtual Community	Zhou Ming	EB116

MAY 27-ROOM 2

Time	Paper Title	Presenter	ID
9:30	Design of an Anti Junk Short Message System based on Transmission Filtering Process	Qi Ming	EB130
9:45	A Collaborative Filtering Algorithm for Concept Drift in E-Commerce Recommender Systems	Zhang Fuguo	EB135
10:00	Conducting ERP System Step by Step——Case Analysis of a certain Group	Lu Yujin	EB144
10:15	S-T workflow platform for Processing Document	Xing Jianping	EB147
10:30	Knowledge Grid for Distributed Electronic Commerce Recommendation	Liu Pingfeng	EB148
10:45	A Research on the Operation of SMEs E-commerce Union	Zhao Peng	EB150

11:00	Enterprise Knowledge Integration and Diffusion System Based on CBR	Xia Huosong	EB157
11:15	Electronic Signature Law of PRC and the Development of E-business in China	Xu Junhua	EB159
11:30	An Empirical Study on the Influencing Factors on the Adoption and Use of E-Commerce by Thailand SMEs	Fung Chunche	EB171

MAY 27-ROOM 2

Time	Paper Title	Presenter	ID
13:15	Design and Experiment of Prevention Scheme about Mobile Fishing based on CID	Qi Ming	EB188
13:30	AHP-Based Optimal Selection of Garment Size for Online Shopping with Considering Body Natural Movements	Xu Yichao	EB195
13:45	How does Random Ordering Impact on the Inventory Fluctuation of Supply Chain	Cao Qingren	EB225
14:00	E-Business Strategy in an Online Banking Services: a case study	Al-Mudimigh Abdullah S.	EB227
14:15	A Model to Evaluating the Third Party Logistic Performance based on Artificial Neural Network and Balanced Scorecard	Wang Lin	EB230
14:30	Modeling Customers' Preferences Based on Behaviors	Zhang Junyan	EB237
14:45	Issues and Attitudes Related to Online Trust in China: Empirical Findings from a Large Scale National Consumer Survey	Li Jiangyu	EB253
15:00	Coffee Break		
15:15	Exploring Chinese User Adoption of Mobile Banking	Deng Zhaohua	EB266
15:30	The Effects of Animation Webpage on E-business Customers	Liu Xiao	EB269
15:10	Requirements Change Management of Information System Based on the Keyword Mapping	Cheng Hongxing	EB298
16:00	Business Process Intelligence System: Architecture and Data Models	An Liping	EB300
16:15	An Empirical Analysis of Efficiency of Information-based Business Supply Chain Management in Enterprise	Gan Xiaohong	EB305
16:30	An Empirical Study on Relationship between Agricultural Informatization and Agricultural EconomicGrowth in Hubei Province	Lan Zhaohua	EB311

MAY 26-ROOM 3

Time	Paper Title	Presenter	ID
13:15	E-government Research Topics and Methods	Zhang Pengzhu	Special Address
13:45	Multi-agent Approach to E-Government System Development and Systems Reusability and Evolvability	Tian Jiang	EB331

14:00	A Conceptual Model for G2G Information Sharing in E-Government Environment	Fan Jing	EB372
14:15	Study on the Risk Evaluation in Electronic Government System Based on OCTAVE Model	Tang Zhiwei	ET098
14:30	The structuring on the Management information system for letter visits of our government based on Web technology	Song Ping	ET131
14:45	An integrated solution to financial supervision based on China's "Law of Anti-money laundering"	Liu Xuan	IM394
15:00	Coffee Break		
15:15	Emerging Threats to e/m-Business from IT Security's point of view	Khaled E. A. Negm	Special Address
15:45	Government with a Plug - Useful and Less Useful Approaches to E-Government and Its Regulatory Environment	Yang Liu	EB388
16:00	Barriers of e-Business Development in SMEs: Lithuania Case	Gatautis Rimantas	EB312
16:15	Network Viruses: Challenges and Threats to E-Business	Zuo Yanjun	EB327
16:30	Research on Trust Model for Online Auctions	Zhang Wei	EB314
16:45	Empirical Study on the Driving Factors of Enterprise Informatization Development	Li Yunhe	EB336

MAY 27-ROOM 3

Time	Paper Title	Presenter	ID
9:30	A Genetic Algorithm Approach for Auction Design with Discrete Bid Levels	Chen Yu	EB348
9:45	Game-theory Based Trust Models in E-commerce	Wang Fengjie	EB356
10:00	ETong: Retailing Informatization Solution	Tang Yan	EB360
10:15	A Study of Risk-Perceptions of Consumers Based on Online Shopping Environment	Chen Shiyun	EB361
10:30	Network Security Risk Analysis Based on Graph Theoretical Methods	Lin Zefu	EB365
10:45	Application of Web-based Data Mining in Personalized Online Learning System	Cong Ying	EB389
11:00	Dynamic Frame Size in Anti-collision Algorithm for Fast Object Identification in RFID System	Peng Qingsong	EB399
11:15	An Overall Evaluation of Customer Satisfaction in the Supply Chain	Liang Xiaobei	EB403
11:30	A Typical Case of Enterprise Information Technology Application from Large Electric Power Equipments Manufacturing Industry	Zhong Wei	EB435

MAY 27-ROOM 3

Time	Paper Title	Presenter	ID
13:15	Optimizing Virtual Enterprise Supply Chain by Heuristic Method on Graph	Hao Yan	EB437
13:30	Empirical Research for the Effects of B2C E-commerce Adoption Level on Firm Performance in Listed Companies	Liu Yongmei	EB445
13:45	Virtual E-Business with 'Second Life' - Chances and Challenges for Today's Enterprises	Zimmermann Ralf	EB455
14:00	An Empirical Study of Strategic Implementation of Organizational Learning	Dai Zong	EB456
14:15	The Effects of E-Commerce on Small Rural Businesses: An Assessment Utilizing Actual Sales Data	O'Keefe Timothy	EB457
14:30	FRAME WORK FOR E-BUSINESS THREAT MANAGEMENT USING VULNARABILITY CORRELATION TECHNIQUES	Negm Khaled E. A.	EB458
14:45	Quality Evaluation of Collaborative Logistic Based on the Third Party	Zhang Gefu	IM252
15:00	Coffee Break		
15:15	Application of Association Rules Based on Rough Set in Human Resource Management	Dong Yanzhi	IM274
15:30	Supply Chain Coordination Strategy Based on Price Discount	Zeng Hua	IM283
15:10	A Transition of Project Evaluation Modality: From Traditional Norm to Bill Quantity — A Case in China	Fu Xiaoling	IM290
16:00	Review on the Development of Geological Survey in Dustry in Hubei Province	Fu Xiaoling	IM291
16:15	Research on the Formation of Innovation Ecosystem in Software Industry and its Development Strategy	Chen Mingqi	IM305
16:30	Economic Drive Effect Comparisons of the Construction Sector between China and South Africa	Song Yu	IM312
16:45	Analysis on Dynamic Measuring Progress Effectiveness of Comprehensive Action Quality of Enterprise Leaders	Wang Wei	IM314

MAY 26-ROOM 4

Time	Paper Title	Presenter	ID
13:15		Long Junsheng	Special Address
13:45	R&D investments with competitive interactions using the real option game approach	Xue Minggao	IF004
14:00	Measure of Intrinsic Value and Bubble: Application of An Improved Ohlson LIM Model to Chinese A-Stock	Yang Honglin	IF005
14:15	Research on Investment Tactics of Real Option Under Asymmetry Information Agent Conditions	Su Yanli	IF008

14:30	A THEORETICAL AND TECHNICAL MODEL OF AN EXTERNAL CONTINUOUS AUDITING SYSTEM	Lin Ping	IF011
14:45	THE VOLUME-RETURNS RELATION UNDER INFORMATION ASYMMETRY: THE CASE OF THE MALAYSIAN STOCK MARKET	Lee C. Sophie	IF012
15:00	Coffee Break		
15:15	Fractal Features in Emerging Financial Market: An Case of Chinese Stock Market	Zheng Feng	IF050
13:30	The Empirical Studies and the Matrix of Forecasting the Grey Calamity of the Commercial Bank's Reserves	Sun Qingwen	IF052
15:45	Optimal hedging risk and impulse dividend strategy for cash-flow management problem	Yang Ruicheng	IF055
16:00	The Static Trade Effects in China under CAFTA - the Empirical Analysis Based on the Gravity Model	Chen Hanlin	IF056
16:15	Co-integration Analysis of the Relationship between FDI and Employment Growth in China	Wang Hongguo	IF064

MAY 27-ROOM 4

Time	Paper Title	Presenter	ID
9:30	Banking System Efficiency and Chinese Regional Economic Growth - an Empirical Analysis Based on Banks' Micro-efficiency	Tian Xianliang	IF065
9:45	A study of the impact on Chinese stock market of the classified information	Ling Shiqin	IF066
10:00	The Impact of RMB Exchange Rate on China's Inflation	Huang Yanfen	IF078
10:15	The Empirical Research on Determinants of Mutual Fund Expenses	Lu Wei	IF090
10:30	An Empirical Examination of Corporate Social Performance-Financial Performance Relationship in China	Wei Wu	IF092
10:45	Research on Option Pricing Model based on Actuarial Considerations	Zheng Hong	IF101
11:00	THE VOLUME-RETURNS RELATION UNDER INFORMATION ASYMMETRY: THE CASE OF THE MALAYSIAN STOCK MARKET	Chue WenYeen	IF103
11:15	Quantile-Based Detecting the Day of the Week Effect on Market Risk in Chinese Stock Markets	Wang Xinyu	IF108
11:30	A Better Correlation Measurement between Risky Assets: Kendall's t	Wang Pin	IF116

MAY 27-ROOM 4

Time	Paper Title	Presenter	ID
13:15	FROM CHINA TO NORTH DAKOTA TO NEW YORK: AN INTERNSHIP ODYSSEY	Loyland Mary	IF124
13:30	An Empirical Research: Key Factors Influencing Capital Structure of Listed Companies in China Steel Industry	Gao Jingjing	IF125
13:45	Analysis of Relationship between China's Outward FDI And Parent Exports	Liu Xinying	IF131
14:00	A Model of Pubic Logistics Centers Locations with Outsourcing and Self-support Considered	Zhou Jianqin	IM330
14:15	Study on International Comparison and Countermeasure of Electric Power Company's Liabilities Scale	Zhang Yanyan	IM331
14:30	Empirical Research on Early-warning Value of Electricity Corporations' Liability Scales in China	Song Tiantian	IM332
14:45	Learning Orientation, Market Orientation, and Performance: An Empirical Study on Chinese Firms	Yang Zhi	IM340
15:00	Coffee Break		
15:15	Positive Research on the Model of Customer Equity Measurement Based on Brand Utility	Shao Jingbo	IM341
15:30	The Application of Three-dimension Marketing Model in Tourism Destination: A Case Study of the Yangtze Three Gorges, China	Ma Yong	IM346
15:10	Banking and Innovation: Learning from a Success Story of UK Bank	Huang Yingli	IM351
16:00	Research on Comprehensive Evaluation of Enterprise's Brand Competitiveness Based on Internet	Yang Limao	IM367
16:15	Analysis of the Influencing Factors of Entrepreneur on the International Performance in SMEs: An Empirical Research Based on the Experience of Pearl River Delta, PRC	Shang Hangbiao	IM377
16:30	The Empirical Research on Employee Turnover of Wuhan Telecom Customer Service Center	Xiong Ying	IM385
16:45	Top Management Team Characteristics and Firm Innovation: An Empirical Analysis of Chinese Listed Companies	Wei Xiaoke	IM396

MAY 26-ROOM 5

Time	Paper Title	Presenter	ID
13:15	A Two-stage Solving Approach to Vehicle Routing Problem with Rigid Time Window: a Scheme Generating System and an Integer Programming Model	Hu Xiangpei	Special Address
13:45	Study of Two-layer Dynamic Fuzzy Underwriting System in Health Insurance	Wang Yifei	ET058
14:00	Research on Restraining Mechanism to Covert Dishonest Virtual	Shao	ET072

	Behavior in Project Management	Wenweu	
14:15	Research on Economic Logic and Customer Relationship Management in Electronic Commerce Based on Data Mining	Zhang Zhiyu	ET075
14:30	Undercoverage of Wavelet-based Bootstrap Confidence Intervals for A Mean Difference	Jia Yuqing	ET091
14:45	Supply Chain Coordination under Sales Rebate Contracts with Piece-dependent Demand	Liu Yongmei	ET099
15:00	Coffee Break		
15:15	Performance-based Optimum Multi-wavelet Fusion for CT/MR Images	Wang Shu	ET101
15:30	Research on Container Ship Allocation Problem	Liang Chengji	ET102
15:45	Selection of Components for Configurable Product in E-Commerce	Tu Yiliu	ET105
16:00	Research on Product Management Technology of Networked-oriented Collaborative CAE	Liu Gang	ET106
16:15	Study on Risk Evaluation Index System to Expressway BOT Project	Xie Zhonghui	ET111

MAY 27-ROOM 5

Time	Paper Title	Presenter	ID
9:30	Collaborative Memory: Managing Knowledge in Collaborative Commerce Context	Li Jing	ET112
9:45	Performance Evaluation of J2EE supported Logistics System	Liu Wenjun	ET130
10:00	Synthesis of Feature Value Reduction and Feature Selection for the Improvement of Naïve Bayesian Classifier	Zhang Xuefeng	ET144
10:15	Variance analyses of job satisfaction and organizational commitment versus demographic variables – a case study on construction managers in Wuhan	Song Yu	ET170
10:30	Management challenges in urban development: construction or demolition?	Liu Chunlu	ET171
10:45	The Public Project Performance Measurement Model	Qin Guowen	IM400
11:00	Research on Enterprise Independent Innovation Ability Present Situation and Countermeasures in China	Feng Yongqin	IM420
11:15	The impact of Entrepreneurship, Market environment, Product characteristic on internationalization-Based on Empirical Research in Born Global in PRD(Pearl River Delta)	Feng Shehao	IM425
11:30	Research on Evaluation of Enterprise Independent Innovation Ability Based on the Innovation Process	Zhang Chuanbo	IM428

MAY 27-ROOM 5

Time	Paper Title	Presenter	ID
13:15	Study on the Conceptual Model of Precision Internet Marketing In the age of Web2.0	Han Qing	IM448
13:30	Assessment Methods of Core Competence on China Resource Enterprises	Chen Yi	IM465
13:45	Empirical Study on the Competency Model for the Founder Entrepreneurs of Chinese Famous Family Business	Chen Wansi	IM486
14:00	Research about Drive Force of Persistent Increase in Private Enterprise——Analysis about the successful case of the Litree company	Wei Xin	IM495
14:15	Understand Knowledge Sharing Intention and Behavior within Knowledge-intensive Organizations: An Empirical Study	Sun Hongping	IM496
14:30	Personal Values and Mobile Phone Consumption - A Study of Chinese University Students	Fei Xianzheng	IM503
14:45	A Combined DEA and AHP Approach to Evaluating Supplier Involvement	Tu Yiliu	IM504
15:00	Coffee Break		
15:15	Involvement and Moviegoing Behavior	Ward William	IM507
15:30	Limit-Pricing and Learning-By-Doing: A Survey and Extension	Yang Ke	IM508
15:10	Framework for Managing Global Supply Chain Risks	Sylla Cheickna	IM509
16:00	Multifactor Productivity Analysis with Considering the Impacts of Capital	Song Yu	IM510