



The Seventh Wuhan International Conference



on E-Business

第七届武汉电子商务国际会议



**Unlocking the Full Potential
of Global Technology**

发掘全球化信息技术的潜能

Lakeview Garden Hotel

Wuhan, China
中国 武汉

May 31-June 1, 2008

2008年 5月31日-6月1日

The Seventh Wuhan International Conference on E-Business

Unlocking the Full Potential of Global Technology

Registration 注册签到

May 30, 2008

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 31, 2008

07:30 Lake View Garden Hotel 湖滨花园酒店

Day 1 (Saturday May 31, 2008)

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 – Jingao Zhang, President of CUG, China

Welcome – Guoqing Chen, Chair of CNAIS, Tsinghua University, China

Welcome – Wilfred V. Huang, Co-Chair, Alfred University, USA

Welcome – Liang Yan, Dean of School of Economics and Management of 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- Nilmini Wickramasinghe, Illinois Institute of Technology, USA

Title: The current use of qualitative research in information systems

Michael D. Myers, Professor of Information Systems, University of Auckland, New Zealand (AIS President, 2006-2007).

Title: Capturing Value through IT and Business Alignment

Vallabh Sambamurthy, Eli Broad Professor of Information Technology, Michigan State University, U.S.A. (the Editor-in-Chief of *Information Systems Research*) .

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 and Room 6, Second floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室，福满楼三楼第 5 会议室和二楼第 6 会议室)

15:00-15:15 Coffee Break 休息

15:15-17:00 Special Addresses 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 and Room 6, Second floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室，福满楼三楼第 5 会议室和二楼第 6 会议室)

17:15 Bus leaving for Hankou 开车到汉口小蓝鲸酒店

18:00-19:00 Reception at Blue Whale Restaurant in Hankou 欢迎宴会 小蓝鲸酒店

19:30-21:30 Entertainment night—Circus 欣赏马戏表演

Day 2 (Sunday June 1, 2008)

08:30-10:00 主题报告 (Third floor, Guanhu building 观湖楼三楼)

Chair- Sylla Cheickna, New Jersey Institute of Technology, USA

Title: eBuisness Challenges: From ROI to the Technology Quest

Khaled Negm, Regional Technology and Services Director of IBM Internet Security System in Middle East, Egypt and Pakistan.

Title: An Introduction to the Development of Neuroeconomics and Neuro-management-Science

Qingguo Ma, Professor, Director of Research Center for Innovation and High Tech Industries, the Director of Neuro-management Lab at Zhejiang University

10:00-10:15 Coffee Break 休息

10:15-12:00 Concurrent Sessions for Paper Presentations 分会场宣读论文

(Room1—Room4, Second floor, Guanhu building and Room 5, Third floor and Room 6, Second floor, Fuman building)

(观湖楼二楼第 1、2、3、4 会议室，福满楼三楼第 5 会议室和二楼第 6 会议室)

12:00-13:15 Lunch 午餐

13:15-15:00 Concurrent Sessions for Paper Presentations 分会场宣读论文
(Room1—Room4, Second floor, Guanhu building) (观湖楼二楼第 1、2、3、4 会议室)

13:15-15:00 Seminar on Publishing in Information Systems and E-Business

(Room5, Third floor, Fuman building)
研究论文出版专题研讨会 (福满楼三楼第 5 会议室)

Presenters:

Robert Davison, Associate Professor of Information Systems at the City University of Hong Kong.

Content: The broad purpose of this workshop is to familiarise young Chinese scholars and research students with the international norms related to publishing high quality research in Information Systems/E-Business. After participating in this workshop, you should be in a better position to conduct and write up publishable research. We will cover a number of topic areas including what to research, how to prepare your papers for different audiences, how to structure and present your work, and understanding how the review process works. There will be opportunities for audience participation - and this is encouraged.

Agenda: 1) Introduction - Motivation and Justification for the Workshop
2) What to write: topics, methods
3) Who to write for: the audience
4) How to write: style and quality issues
5) How to 'manage' the review process: understanding what reviewers and editors look for, how they reach decisions.

13:15--15:00 Enterprise E-business Practices Forum (in Chinese) (Room6, Second floor, Fuman building)企业电子商务应用论坛 (福满楼二楼第 6 会议室)

Co-Chair- **Daoyun Su**, China E-Commerce Association Wuhan Representative Office
Yu Chen, Professor, Renmin University of China, China

Presenters:

Title: Innovation and Case Study Approaches in Teaching e-Marketing
Xuping Jiang, Professor, School of Economics and Management, Tsinghua University

Title: Alibaba.com and the Development of China's e-Commerce
Chunxiao Liang, Director of Ali College, Alibaba (China) Technology Co., Ltd.

15:00-15:15 Coffee Break 休息

15:15-17:30 Concurrent Sessions for Paper Presentations 分会场宣读论文
(Room1—Room4, Second floor, Guanhu building) (观湖楼二楼第 1、2、3、4 会议室)

15:15-17:30 Seminar on Business Intelligence and Knowledge Management (Room5, Third floor, Fuman building) 知识管理专题研讨会(福满楼三楼第5会议室)

Chair - **Wilfred V. Huang**, Professor of Management Information Systems, College of Business, Alfred University, USA

Presenters:

Title: A Meta Analysis of the Social Exchange Theory in Knowledge Sharing

Ting-Peng Liang, Chair Professor and Dean of College of Management, National Sun Yat-Sen University, Kaohsiung, Taiwan

Title: Comparative analysis of the popular themes, the intellectual structure and the researchful paradigm of KM between China and Overseas by Bibliometric Method

Fei-Cheng Ma, Qin Zhang and Jin Nie, Wuhan University, China

15:15--17:30 Enterprise E-business Practices Forum (in Chinese) (Room6, Second floor, Fuman building) 企业电子商务应用论坛(福满楼二楼第6会议室)

Co-Chair- **Daoyun Su**, China E-Commerce Association Wuhan Representative Office

Yu Chen, Professor, Renmin University of China, China

Presenters:

Title: Trend of Global E-Commerce Development and China's E-Commerce

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

Title: Applications of E-Commerce for Enterprises Under Collaborative Supply Chain

Bingyong Tang, Professor, Donghua University

Title: Supply Chain Collaboration Improved Manufacturing in China

Maolong Xie, Digital China Co., Ltd.

18:00-19:30 Dinner 晚宴 龙安大酒店

Closing Address 闭幕致词

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

Part II Panel and Presentation Schedule

Panel Timetable

Time/Room	Room5,Third floor, Fuman building 福满楼三楼, 第 5 会议室	Room 6,Second floor, Fuman building 福满楼二楼, 第 6 会议室
6/1/2008 13:15-15:00	Seminar on Publishing in Information Systems and E-Business	Enterprise E-business Practices Forum (in Chinese)
6/1/2008 15:15-17:30	Seminar on Business Intelligence and Knowledge Management	

Session Topics

Time/Room	Room1	Room2	Room3	Room4	Room5	Room6
5/31/2008 13:15-15:00	EB	EB	IM	IM	ET	IF
5/31/2008 15:15-17:00	EB	EB	IM	IM	ET	IF
6/1/2008 10:15-12:00	EB	EB	IM	IM	ET	IF
6/1/2008 13:15-15:00	EB	EB/IM	IM	IM	Seminar on Publishing in Information Systems and E-Business	Enterprise E-business Practices Forum (in Chinese)
6/1/2008 15:15-17:30	EB	IM	IM	IM/IF	Seminar on Business Intelligence and Knowledge Management	

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)

Room6, Second floor, Fuman Building (福满楼二楼, 第 6 会议室)

Session Chairs

Time/Room	Room1	Room2	Room3	Room4	Room5	Room6
5/31/2008 13:15-15:00	Tingjie Lv (吕廷杰)	Yezhang Liu (刘业政)	Yulong Li	Cheikna Sylla	Xianjia Wang (王先甲)	Juergen Seitz
5/31/2008 15:15-17:00	Han Zhang (张晗)	Zheng Qin (覃正)	Lihua Huang (黄丽华)	Michael Zhang	Nilmini Wickramasinghe	Chunlu Liu
6/1/2008 10:15-12:00	Xiaobo Xu	Fenhe Zhi (支芬和)	Friedrich Trautwein	C.S. Hwang	Sangjoon Lee	Yiliu Tu
6/1/2008 13:15-15:00	Bob Carasik	Ming-Ling Lai	Ming-Ming Lai	David Pistrui	Robert Davison	Daoyun Su (粟道云)
6/1/2008 15:15-17:30	Zongqing Zhou	Rama Chandra Aryasri	Mary Loyland	Yaobin Lu (鲁耀斌)	Wilfred V. Huang	Yu Chen (陈禹)

Special Addresses

Time	Presenter	Title	Room
5/31/2008 13:15-13:45	Guoqing Chen (陈国青)	Seizing Strategic IT Advantage in Chinese Companies	Room1
	Lu Liu (刘鲁)	Research on Recommendation Systems in E-commerce: the status quo & the future	Room2
	Qiang Zhang (张强)	Interaction analysis among players in games	Room3
	Changyong Liang (梁昌勇)	Study on Process Optimization and Project Management in Complex Product Development	Room4
	Pengwei Zhao (赵捧未)	Self-organizing evolution process of digital information resource management	Room5
5/31/2008 15:15-15:45	Tingjie Lv (吕廷杰)	Theory and Experiment of Mobile Business	Room1
	Yu Chen (陈禹)	Support Technique for Business Intelligence	Room2
	Songdong Ju (鞠颂东)	The Modern Logistics Network Theory	Room3

Paper Presentations

May 31-ROOM 1

Time	Paper Title	Presenter	ID
13:15	Seizing Strategic IT Advantage in Chinese Companies	Guoqing Chen	Special Address
13:45	Mobile Customer Relationship Management	XianHui Wang	EB003
14:05	The Effect of the Internet on FDI in the East and Middle/West of China	Minchun Han	EB010
14:25	The Effect of Personality Traits on Mobile Commerce User Acceptance	Tao Zhou	EB014
14:45	The E-business Strategies of South Korean Tourist Destination after Korean Flow	Sheng Li	EB017
15:00	Coffee Break		
15:15	Theory and Experiment of Mobile Business	Tingjie Lv	Special Address
15:45	Using the Grey Relation Analysis in the evaluation of E-commerce affection factors	XiangRong Liu	EB025
16:05	The Application Actuality and Strategy Research of Tourism E-commerce in the Yangtze Cruise Industry	CongXi Cheng	EB036
16:25	An Exploration Of The Impact of Business-to-Business Electronic Marketplaces	Shan Wang	EB037
16:45	A Study on the Optimization of Business Logistics Cost	Guoqing Zhang	EB054

June 1-ROOM 1

Time	Paper Title	Presenter	ID
10:15	The Evaluation of Regional Tourism Sustainable Development	Feng Zhong	EB058
10:30	Perceived Ease of Use in E-commerce: A Hierarchical Model for its Motivational Antecedents	Tao Sun	EB076
10:45	A CSK-based Solution for Person Authentication	GuiFen Zhao	EB079
11:00	Research on Trust Problems and Countermeasures in China C2C E-Commerce	LianFang Chen	EB100
11:15	E-procurement in Steel Industry through Intelligent Negotiation	Biyut Biman Sarkar	EB127
11:30	Modeling and Simulation of Enterprise Information System Growth Using System Dynamics: From the Perspective of Absorptive Capacity	XinHua Bi	EB138
11:45	Electronic tax filing system: taxpayers' perspectives	MingLing Lai	EB150
12:00	Lunch		
13:15	web-ADC for Pharma: A Value-Added Service Model for Pharmaceutical Information	C.S. Hwang	
13:30	Drivers and Barriers of IT Adoption in Indonesia's Manufacturing SMEs	Yan Rianto	EB158

13:45	A model of forecasting customers ' purchasing behavior based on data mining	Fudong Wang	EB305
14:00	Achieving IT Project Success from Project Team's Goal Commitment and Teamwork Quality: A Structural Equation Model	Xiaobo Xu	EB195
14:15	Blind Signature for Electronic Payment Based on Elliptic Curve Cryptography	Shouzhi Xu	EB230
14:30	Investigation on Portals of Chinese Coastal Ports by Regions	XiaoXia Wang	EB231
14:45	Investigation of Critical Success Factors in e-Business Adoption by Chinese Travel Firms: A Resource-based Perspective	Zhen Zhu	EB240
15:00	Coffee Break		
15:15	Investigation of online auction mechanism	ZhengWei Huang	EB283
15:30	Group Decision Support Systems in Technology Policy Analysis	Victor A. Bañuls	EB293
15:45	Building Evaluation Model for Selecting ERP Software Based on Fuzzy-Entropy Theory	XuKan Xu	EB318
16:00	A Novel Public-key Cryptosystem Based on Extended Chebyshev Polynomials	DaHu Wang	EB321
16:15	A User Oriented Model for Culturally Influenced E-Business Portal Designing	XiuZhen Feng	EB338
16:30	E-Government User Satisfaction Measurement Study and Empirical Analysis in an IT Outsourcing Environment	Pei Zong	EB351
17:00	Research of Collaborative E-commerce System Based on the RosettaNet Standard	Limao Yang	EB355
17:15	Apply Rough Set to Find Customers' Preferences	JunYan Zhang	EB374

May 31-ROOM 2

Time	Paper Title	Presenter	ID
13:15	Research on Recommendation Systems in E-commerce: the status quo & the future	Lu Liu	Special Address
13:45	A Preliminary Study on E-business System of World Geoparks in China	ZhiWu Yan	EB383
14:05	An Empirical Research on the Impact Factors on Website Traffic	Lili Fu	EB395
14:25	Combining Scenarios Survey and Neural Network for Solving the Association of E-commerce Usage	YuanTao Jiang	EB402
14:45	Research on the Development of EC Upon Logistics Enterprises in Shanghai & Jiangsu District	GengJun Gao	EB170
15:00	Coffee Break		
15:15	Support Technique for Business Intelligence	Yu Chen	Special Address
15:45	Study on Application Environment of Mobile Business in Chinese Enterprises	ChengDe Qin	EB411
16:05	Reputation Rating Method and Aggregating Model of Online	Guangxing Song	EB442

	Reputation Management System in Electronic Commerce		
16:25	Research on Future Mobile Payments System	Weidong Guo	EB460
16:45	Strategic Organizational Form Choice Game between Duopoly E-Business Firms with Asymmetric Location	Jie Chen	EB461

June 1-ROOM 2

Time	Paper Title	Presenter	ID
10:15	Clustering of Common Service for eGovernment: Macao Address Change Service	Chon Wan	EB463
10:30	A Novel Tripartite Key Agreement Protocol Using Matrix-based ECC	Jun Yang	EB466
10:45	An Electronic Communications Architecture for One Wells Fargo	Bob Carasik	EB482
11:00	Assessing the Competitive Impact of Information Systems Support for Product Innovation	Michael Zhang	EB489
11:15	Case Study on EC Application upon Typical Private Integrated-service Oriented Logistics Enterprises— EC Application upon Yuancheng Groups Ltd. Co.	GengJun Gao	EB350
11:30	Exploring e-Business Potential for Home-Based Business in Malaysia: A Qualitative Study	Rosnafiasah Sulaiman	EB491
11:45	Impact of Information Technology On Convention and Visitors Bureaus in US: A Case Study	Zongqing Zhou	EB492
12:00	Lunch		
13:15	A Study of the Website Performance of Travel Agencies Basing on the eMICA Model	Derong Lin	EB493
13:30	Web-ADC for Pharma E-Business	C.S. Hwang	EB499
13:45	A Knowledge Management Platform to Assist E-business in Sustainable Energy Services	Lance Fung	EB500
14:00	An Assessment of Customer Behaviors' Influence on the Adoption of Electronic Commerce Technologies by Thai Small and Medium Enterprises	Lance Fung	EB501
14:15	E-Marketing Morphology in the Textile Sector of Pakistan	Muhammad Abrar	EB480
14:30	The Empirical Analysis of College Teachers' Training Demand with Self-efficacy & Achievement Motivation	ZhengJun Zuo	IM053
14:45	Analysis and Design of Optimal Reward Programs Elements	JunPing Ma	IM054
15:00	Coffee Break		
15:15	Business Model Reconstruction & Business Ecological Environment Analysis – Taking Shanghai CA as an Example	GuoLing Lao	IM442
15:30	How to Improve Software Development? A Perspective from Customers' Perceived Quality	MaoHong Liu	IM448
15:45	Performance Evaluation on the Technological Innovation of the Industry in Hubei Province Based on DEA	Yulin Zhao	IM473
16:00	The Study of the Core Competence in Chinese Corporations	Haiyan Fu	IM481

16:15	An Environmental Assessment of Food Supply Chains: A Case Study on Chinese Inner Mongolia Meng Niu Dairy	Zuhai Tian	IM498
16:30	Main Limitations of the S-C-P Framework in the Oligopolistic Markets	XiQin Hu	IM522
16:45	The Application of Product Data Management System in Cost Accounting Control	Zhe Li	IM532
17:00	Value Innovation Circulation of China Construction Industry	JingXiao Zhang	IM006
17:15	Open the Black Box: Analyzing Inter-Firm Knowledge Management Collaboration in Manufacturing Supply Chains	Yulong Li	IM010
17:30	Inventory Coordination Based on Standard Container under Asymmetric Information	ZhengPing Ding	IM441

May 31-ROOM 3

Time	Paper Title	Presenter	ID
13:15	Interaction analysis among players in games	Qiang Zhang	Special Address
13:45	Innovation in China Jewellery Marketing under Electronic Commerce	LianFang Chen	IM011
14:05	An empirical research on the relationship between trust and collaboration effects of PPP in high-tech biological pharmaceutical industry—the accommodation function of environment uncertainty and the partner's behavior uncertainty	Zhe Zhang	IM018
14:25	Research and Empirical Analysis of Social Responsibility Evaluation for MIEs	DaJin Yu	IM020
14:45	Fostering Value Innovation and Maintaining an Innovation Ecosystem	David Pistrui	IM566
15:00	Coffee Break		
15:15	The Modern Logistics Network Theory	Songdong Ju	Special Address
15:45	Research on the Effect Mechanism of Customer Participation on New Product Development Based on Transaction Cost Theory: A Knowledge Sharing Perspective	Bo Wang	IM022
16:05	Applications of Hierarchical Cluster Based on Preference for Expert Weight in GAHP	Bing Jiang	IM044
16:25	Empirical Analysis on Economic Efficiency of Conglomerate Operation in Urban Commercial Sectors	Fayuan Wang	IM056
16:45	A Conceptual Model of Multichannel Choice Behavior: Measuring Customer Experience and Customer Value Perceptions	Kan Jiang	IM070

June 1-ROOM 3

Time	Paper Title	Presenter	ID
10:15	Psychic Distance: A Factor In Tourists' Overall Impression Of China?	Yu Cai	IM075
10:30	An Optimal Approach for supplier selection with Customer Satisfaction and Components Consideration	Yiliu Tu	IM087
10:45	Measure of R&D Success and Market Value of a Firm	Sangjoon Lee	IM088
11:00	Inter-organizational Knowledge Sourcing Of Overseas Subsidiaries: From Universities Or From Other Firms?	Feng Zhang	IM563
11:15	Dynamic Evaluation Way of Leaders' Behavior Performance in Local Government	Wei Wang	IM514
11:30	Developmental Trend Evaluation on Logistics Industry of Different District in China	JuPing Shao	IM095
11:45	A Study of the Relationship between Organizational Justice and Chinese Organizational Retaliatory Behavior	Yonghua Pi	IM107
12:00	Lunch		
13:15	Study on Optimal Capacity Reservation with a Downside-risk-averse Supplier	Tian Wei	IM118
13:30	Analysis on the Sustainable Competitive Advantages of the Medium-Sized and Small-Sized Enterprises Based on the Strategy of the Knowledge Management	ZhiHong Li	IM119
13:45	The Strategic Reframing Management in view of a Business Improvement	LiXia Zhou	IM125
14:00	The Model of Appraising & Optimizing of the Self-innovation Competence for Enterprises	Ming Ni	IM138
14:15	Knowledge Management Strategy and Organization Learning: A Simulation Model	Liefu Liao	IM145
14:30	Intellectual Capital and Corporate Performance: An Empirical Analysis from Chinese Listed Companies	QiuHong Ran	IM146
14:45	Empirical Research on the Relationship between Organizational Learning and Enterprise SCA	Yunhe Li	IM148
15:00	Coffee Break		
15:15	HRM's New Path: Innovation-oriented	Bo Sun	IM155
15:30	The Bewilderment of Software Industry Cluster and the Explanation in Theory	MoHan Yi	IM165
15:45	Research on Institutional Change and Institutional Innovation of China's Family Business	Yunhong Hao	IM166
16:00	Absorbing the Imported Technology: An Evolutionary Game Approach	JiuBo Wei	IM178
16:15	Research on Technology Foresight and independent innovation capacity in China	Weidong Guo	IM520
16:30	Regional Innovation Policy: Extended And Dynamic Clusterization	Rimanta Gatautis	IM564
16:45	The Formation of International Environmental Agreements: An Integrated Non-Cooperative Game Theory Perspective	Sylla Cheickna	IM565
17:00	Risk Analysis of Enterprise Advertisement Investment Based on the	ShengLi Dai	IM213

	Method of AHP		
17:15	The application of Scenario Analysis in Logistics Demand Forecast of Beijing XinFadi Farm-produce Trade Market	Rui Zhao	IM214

May 31-ROOM 4

Time	Paper Title	Presenter	ID
13:15	Study on Process Optimization and Project Management in Complex Product Development	Changyong Liang	Special Address
13:45	The dynamic cycle of sustainable competitive advantage in innovation economy	Khorshid Sedigheh	IM223
14:05	Optimal Contract for Multiple Agents with Inequity Aversion	GuangXing Wei	IM239
14:25	The Relationship between Organizational Characteristics and Organizational Commitment: Evidence from Hospitality Industry in China	Yuanqiong He	IM251
14:45	Research on Human Resource Hierarchical Structure Management: a Method to Enhance Human Resource Efficiency	Liu Xun	IM292
15:00	Coffee Break		
15:15	Exploring the Causal Relationship between Freight Transport and Economic Activities in China	JiaQi Yang	IM294
15:35	New Thinking about Strategy based on Technology	Yi Chen	IM332
15:55	A Study of Web-Use Experience, Website Image and Users' Satisfaction— The Case of Content Providing websites	JianMing Zhou	IM307
16:15	An Empirical Research on Leisure Behavior at Recreational Waterfront in China: Based on the Website Survey	YueLin Liang	IM309
16:35	Towards Lateral Strategy Supply Chain Management	Jingxi Bao	IM089

June 1-ROOM 4

Time	Paper Title	Presenter	ID
10:15	An Efficiency Measurement Model Based on Two-stage DEA	Dayou Cheng	IM120
10:30	Response of Regional Tourist Flow to Informational Space: Example of JiuZhaiGou Valley	Jie Zhang	IM314
10:45	Coordination Model of E-waste Recycling Supply Chain by Revenue Sharing	Zhiduan Xu	IM320
11:00	Building the CRBT Customer Churn Prediction Model: A Data Mining Approach	Qian Su	IM322
11:15	Inventory Management Based on the Risk Analysis	Hua Feng	IM327
11:30	The Relationship between Producer service and Local Manufacturing Industry: Empirical Evidence from Shanghai	ShouMing Chen	IM330
11:45	Research on the Derivation of Industrial Cluster in Northeast China from the Perspective of Network ——Enlightenments from the Development of	Ling Zhang	IM344

	Industrial Cluster in Zhejiang Province		
12:00	Lunch		
13:15	The Empirical Study on Influence of Intellectual Property Risk to Innovation Performance	Keying Zhang	IM356
13:30	A Novel Fuzzy MADM method: Fuzzy LMS Neural Network Model	Ting Wang	IM361
13:45	Mode of Industry Clusters Development in the cities surrounding the Central Economic Regions——a case of Xuzhou	Guangzhen Ruan	IM369
14:00	Towards the Growth of IT Business Based on the Evolutionary Perspective	Ming Yan	IM377
14:15	The Novel Tactics for Interdisciplinary Experts Scheme in Asynchronous Cooperation over Internet	Qingru Kong	IM380
14:30	Is Performance Driven by Industry Effects or Firm Effects? —An Empirical Research On the Listed Companies in China by Variance Components Analysis	Kai Guan	IM390
14:45	An Empirical Research on the Relationship between Organization structure and Innovation Capability in a Dynamic Environment —concrete evidence analysis through the manufacturing enterprises in PRD	WeiHong Xie	IM401
15:00	Coffee Break		
15:15	Management Innovation of Large Electric Appliances Chain Stores in China in the Information Age	HaiQuan Chen	IM431
15:30	Empirical Research on the Relationship between Women Entrepreneurs' Personal Traits and Venture Growth	DongXia Luo	IM436
15:45	Improvement and Empirical Research on VaR Model Based on Historical Simulation Method	Jingping Chen	IF110
16:00	International Comparison of Volatility in Stock Price: Empirical Analysis for China, Europe and USA	Ying Deng	IF111
16:15	An Empirical Analysis on Impacts of FDI upon Concentration Degree of China's Auto Market Structure	XinYing Liu	IF112
16:30	An Empirical Analysis of CERs Price Spreads from the Perspective of Credit Risk Premium	WenJun Wang	IF100
17:00	Research on Deposition Funds Risk of Third Party Online Payment	Jing Li	IF091

May 31-ROOM 5

Time	Paper Title	Presenter	ID
13:15	Self-organizing evolution process of digital information resource management	Pengwei Zhao	Special Address
13:45	The 4th Party Logistics Service Platform Modeling	GeFu Zhang	ET035
15:05	Predictive Model of Shanghai Stock Index by the Time Effective Neural Network	Jun Wang	ET060
14:25	Maximization of Consumption and Portfolio Problem under Interest Spreads of Deposit and Loan and Transaction Costs	Jun Wang	ET064
14:45	Three Special Assignment Problems	Guozhong Bai	ET068
15:00	Coffee Break		

15:15	An Agent-based Simulation of Supply Distribution Management	QiPing Zhou	ET076
15:35	Research on the Choice of R&D Alliance of Up-downstream Firm based on A-J Model	Qiufei Wang	ET089
15:55	Optimal Policy in a Periodic Review Inventory System with Variable Manufacturing and Remanufacturing Setup	KaiFu Yuan	ET104
16:15	The Designing of Wireless Sensor Networks Based on Genetic Algorithm in Mobile E-commerce	Pingping Wang	ET109
16:35	Research on the Calculation Method of Highway Basic Toll Rate under Toll by Weight Model	Huan Zhang	ET144

June 1-ROOM 5

Time	Paper Title	Presenter	ID
10:15	Optimal Maintenance Policy for a Dual Active System with Cascading Failure	Dingzhou Zhang	ET148
10:35	The Dynamic Game of Decision-making of Price Negotiation and Pricing in Enterprises' Merging	QingWen Sun	ET081
10:55	Independence R&D, Technology Introduction and Productivity Growth in Developing Country:Evidences from Chinese Large and Medium-sized Enterprises by Industries	XiaoPing Li	ET151
11:15	Constructive Neural Network Solution for Partition of Local Models in AVE	LiQuan Zhao	ET174
11:35	Research on Venture Capital Investment Evaluation Model Based On Information Entropy of Rough Set Theory	Ju Yang	ET177
11:55	A Review of Research on Tourism E-commerce	Derong Lin	ET182

May 31-ROOM 6

Time	Paper Title	Presenter	ID
13:15	Empirical Study on the Contribution of FDI to the Economic Development of Suzhou City	HaiLi Xia	IF009
13:35	Study on Application of CRM Strategy in Manufacturing Industries Based on BSC	Qingliang Meng	IF019
13:55	The Returns of Variable Moving Average Rules in China, Hong Kong, Singaporean and Malaysian Stock Markets	MingMing Lai	IF023
14:15	Financial development and capital account liberalization of China: institutions and the sequence of liberalization	Fang Xiong	IF025
14:35	An Empirical Study of Capital Structure in China: A Quantile Regression Approach	XiaoYu Gan	IF032
15:00	Coffee Break		
15:15	The Demonstration Analysis on the Management of Interest Rate Risk of Chinese Commercial Banks Basis on Macaulay's Duration Gap Model	YanLiang Zhang	IF036

15:35	The Importance Of Networks In Obtaining International Internship Opportunities	Mary Loyland	IF072
15:55	Relationship Between Expected Return and Beta --New Zealand stock market revisited	Yang Li	IF075
16:15	On Relationship Between Inflation and inflation uncertainty In China	Jiaping Zhang	IF076
16:35	Analysis of Factors Influencing the Using FDI in China's Financial Service Industry	Hui Fang	IF081

June 1-ROOM 6

Time	Paper Title	Presenter	ID
10:15	Quantitative Models remedying VaR to Measure Operational Risk	Qing Yang	IF082
10:35	The Analysis of FDI's Impact on The Service Trade in Finance	Hui Fang	IF083
10:55	An Empirical Study on the Value Evaluation of the Chinese Enterprise Bonds	Hui Liu	IF085
11:15	A Model for Evaluating Commercial Banks' Financial Risk Based on Rough Set and Fuzzy	GuoLiang Lv	IF089
11:35	Testing the Purchasing Power Parity of Chinese Renminbi(RMB)	Chunjiao Yu	IF099