



## The Eighth Wuhan International Conference

on E-Business

第八届武汉电子商务国际会议



Lakeview Garden Hotel

湖滨花园酒店

**Wuhan, China**

中国 武汉

**May 30-31, 2009**

2009年 5月30日-31日

Part I. Conference Program

Part II. Panel and Presentation Schedule

# The Eighth Wuhan International Conference on E-Business

## Registration 注册签到

### May 29, 2009

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 30, 2009

07:30 Lake View Garden Hotel 湖滨花园酒店

## Day 1 (Saturday May 30, 2009)

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*, Vice 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- *Cheickna Sylla*, New Jersey Institute of Technology, USA

Title: Some Issues of e-Business Research in the Context of Emerging Technologies

*Guoqing Chen*, EMC chair professor of Information Systems, deputy dean of the  
School of Economics and Management, Tsinghua University, China.

Title: Dangers of Deception for E-Business

*Joey F. George*, Professor of MIS & the Thomas L. Williams Jr. Eminent Scholar in  
MIS, College of Business, Florida State University, USA. ( President-Elect of AIS,  
July 2009- July 2010)

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 观湖楼二楼第 1、2、3、4 会议室)

**15:00-15:15 Coffee Break** 休息

**15:15-17:45 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 观湖楼二楼第 1、2、3、4 会议室)

**18:15-19:00 Reception** 欢迎宴会

**19:30-20:30 Visting to Museum of Geosciences** 参观逸夫博物馆

**Day 2 (Sunday May 31, 2009)**

**08:30-09:15 Keynote Address** 主题报告 (Third floor, Guanhu building 观湖楼三楼)

Chair- *Juergen Seitz*, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany

Title: Information Systems Research: Are We Making a Contribution? Some Thoughts, Data, Directions & Ideals

*Varun Grover*, William S. Lee (Duke Energy) Distinguished Professor of Information Systems, Department of Management, Clemson University, USA.

**09:15-09:30 Coffee Break** 休息

**09:30-12:00 Panel: Disaster Management Information Technology** (Third floor, Fuman building) 灾害管理信息技术研讨会 (观湖楼三楼)

Chair- *Cheickna Sylla*, Associate Professor of Management Science and Decision Science at the School of Management, New Jersey Institute of Technology (NJIT), Newark, New Jersey, USA

**Speakers:**

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

*Cheickna Sylla*, Associate Professor of Management Science and Decision Science at the School of Management, New Jersey Institute of Technology (NJIT), Newark, New Jersey, USA

*Bob Carasik*, Wells Fargo Bank, USA

**Description:** During the past few years there have been many disasters, both natural and man-made,

which demanded the use of robust information technology. The use of technology to manage disasters is a growing field with contributions from many areas of information technology, including data management systems, geographical information systems and business intelligence. Governments, emergency response specialists and software manufacturing companies are recognizing the need for integrated, effective disaster management systems. The need for research into the effectiveness of these systems is significant. This panel for disaster management will be inaugurated as the Wuhan e-Business conference during this coming session.

**09:30-12:00 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)

**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 Workshop on Publishing in Information Systems** 研究论文出版专题研讨会  
(Room5, Third floor, Fuman building 福满楼三楼第 5 会议室)

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

**Speaker:**

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

**Hans-Dieter Zimmermann**, Professor, Swiss Institute for Information Research SII, University of Applied Sciences - HTW Chur, Co-Editor at Electronic Markets - The International Journal.

**Patrick Chau**, Professor of Information Systems, the School of Business, The University of Hong Kong (HKU), Co-Editor of Electronic Commerce Research and Applications

**Description:** This workshop is designed to help junior and less experienced researchers in China to become familiar with the international norms associated with publishing IS research. It will cover a number of issues including: the nature of the international journal market; the psychology of authors, reviewers, editors and the audience; the importance of rigour and relevance in IS research; potential topics for IS research in China; writing style; reviews, reviewing and reviewers; and also will provide the opportunity for members of the audience to engage in a collaborative work process. If there are senior colleagues available, they may be able to work with specific teams in the audience in the latter part of the workshop - I will be happy to work with specific senior colleagues closer to the date when it is clear who will be attending.

**13:15--17:30 Forum: Enterprise E-business Practices& Professional Education in University (in Chinese)** (Room6, Second floor, Fuman building) 企业电子商务应用与高校专业人才培养论坛（福满楼二楼第6会议室）

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

**Speakers:**

Title: Research of e-Business Professional Training in Undergraduate Curriculum of China's Universities 中国高校电子商务专业本科人才培养研究

**Qi Li**, Professor, Xi'an Jiaotong University, China

Title: To Build Brands of Chinese Companies: Opportunities and Threats 中国企业发展品牌机会与挑战

**Guoqun Fu**, Professor, Peking University, China

Title: the E-Business Ecological Chain of Taobao and New Commerce Civilization of Network 淘宝电子商务生态链与网络新商业文明

**Bo Liu**, The principal of Taobao College in Taobao

Title: Enterprise e-Business Applications under Financial Crisis 金融危机环境下的企业电子商务应用

**Bingyong Tang**, Professor, Donghua University, China

Title: E-business application talents Training 电子商务应用型人才培养

**Jiangtao Liao**, The General Manager of Wuhan Net Business Power Education Technology Company Ltd.

Title: Experience on internet: way to integrate apparel business

网络体验——整合服饰之道

**Bin Xu**, CEO of i100e.

Title: University-Industry Cooperation Project in Investigating and Training Professionals for e-Business Applications 校企合作项目驱动培养电子商务应用性人才的探索与实践

**Fenhe Zhi**, Professor, Beijing Union University

**15:00-15:15 Coffee Break** 休息

**15:15-18:00 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）

**15:15-17:30 Panel: The New E-health** (Room5, Third floor, Fuman building) 电子医疗专题研讨会（福满楼三楼第5会议室）

Chair- *Nilmini Wickramasinghe*, Illinois Institute of Technology, USA

**Speakers:**

*Nilmini Wickramasinghe*, Illinois Institute of Technology, USA

*Douglas R. Vogel*, Professor (Chair) of Information Systems, the City University of Hong Kong and an AIS Fellow.

*Ronald Spanjers*, PhD on IT innovations in healthcare at Department for Information Management, Tilburg University ([www.uvt.nl](http://www.uvt.nl)), Department for Information Management.

**Description:** Most industries have by now made significant progress in the e-domain. One notable exception is healthcare. Healthcare globally is a clear laggard in the use of e-technologies. Paradoxically it is likely that e-health may hold the key in addressing many of the current challenges in Healthcare. Governments in both US and EU have recognized this, and are encouraging various forms of e-health solutions. We have set out to foster research in this area: for the first time WHICEB is hosting a special focus on e-health, with a sessions on e-health.

**18:15-19:45 Dinner**

Closing Address 闭幕致词

Frank Duserick, Alfred University, USA

## Part II Panel and Presentation Schedule

### Panel Timetable

Time/Room	Panel	Room
5/31/2009 09:30-12:00	Disaster Management Information Technology	Third floor, Guanhu building 观湖楼三楼
5/31/2009 13:15-15:00	Workshop on Publishing in Information Systems	Room5, Third floor, Fuman building 福满楼三楼
5/31/2009 15:15-17:30	The New E-health	Room5, Third floor, Fuman building 福满楼三楼
5/31/2009 13:15-17:30	Forum: Enterprise e-Business Practices & Professional Education in University	Room6, Third floor, Fuman building 福满楼二楼

### Session Topics

Time/Room	Room1	Room2	Room3	Room4
5/30/2009 13:15-15:00	EB	MIS	IF	OSM
5/30/2009 15:15-17:30	EB	MIS	IF	OSM
5/31/2009 09:30-12:00	IM	IM	ITD	-----
5/31/2009 13:15-15:00	EB	EIB	IF	OSM
5/31/2009 15:15-17:30	EB	EIB	IF	OSM

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

### Session Chairs 会场主席

Time/Room	Room1	Room2	Room3	Room4
5/30/2009 13:15-15:00	Marco De Marco	Varun Grover	Guangxing Song 宋光兴	Wenli Li 李文立
5/30/2009 15:15-17:30	Feicheng Ma 马费成	Juergen Seitz	Mary Loyland	David Pistrui
5/31/2009 9:30-12:00	Richard Arvey	Patrick Chau	Michael Zhang	—
5/31/2009 13:15-15:00	Zongqing Zhou	Rimantas Gatautis	Paul Tu	Kai Li 李凯
5/31/2009 15:15-17:30	Lu Liu 刘鲁	Yu Chen 陈禹	Steve Cater	Fuqing Nie 聂富强

### Special Addresses 特邀报告

Time	Presenter	Title	Room
5/30/2009 13:15-13:45	Patrick Chau	What Have We Done So Far on E-Commerce Research and Where Can We Go from Here? —A Personal View from a Co-editor of Electronic Commerce Research & Applications	Room 1 EB
	Lu Liu 刘鲁	A Method for Enterprise Knowledge Map Construction Based on Social Classification	Room 2 MIS
	Mary Loyland	Student Perceptions of the Value of Accounting Internships	Room 3 IF
	Guoqing Guo 郭国庆	The Impact of Service Recovery Features on Customers' Intentions of Word-of-Mouth	Room 4 OSM
5/30/2009 15:15-15:45	Hans-Dieter Zimmermann	Value Creation in the Digital Economy	Room 1 EB
	Alessandro D'Atri	Innovating IS management by enhancing Knowledge Intensive Service Activities (KISA): two case studies in the banking sector	Room 2 MIS
	Abderrahman Robana	The US Financial Housing Financial Crisis and Its Repercussions	Room 3 IF
	Paul Tu	An Efficient Heuristic for Adaptive Production Scheduling and Control in One-of-a-Kind Production Shop Floors	Room 4 OSM

5/31/2009 9:30-10:00	Riamntas Gatautis	Towards Generic Legislative Process Workflow Model Building:Lessons from EU Countries Parliaments	Room 1 IM
	David Pistrui	Towards an Understanding of Islam and Muslim Entrepreneurship in the Middle East	Room 2 IM
	Wei Xu	China vs. US: Earnings Management Confronting the Market Fall – Evidence from Information Technology Industry	Room 3 ITD
5/31/2009 13:15-13:45	Marco De Marco	Evaluatimng e-government projects on the basis of public policy effects	Room 1 EB
	Yu Chen 陈禹	E-Business Development and Key Technologies	Room 2 EIB
5/31/2009 15:15-15:45	Yezheng Liu 刘业政	Online Consumers' Cross-site Information Seeking Behavior with a Specific Task——Empirical Analysis Based on Client-Side Log	Room 1 EB
	Juergen Seitz	The Electronic Health Card? An Expense Factor or a future Life-Saver in a Global World?	Room 2 EIB

## Paper Presentations

### May 30-ROOM 1

Time	Paper Title	Presenter	ID
13:15	<b>What Have We Done So Far on E-Commerce Research and Where Can We Go from Here? —A Personal View from a Co-editor of Electronic Commerce Research &amp; Applications</b>	<b>Patrick Chau</b>	<b>Special Address</b>
13:45	Witkey Model E-commerce Enterprises Analysis: a Case Study of K68.cn	Fenhe Zhi 支芬和	EB10560
14:00	Initial Trust in Online Shopping: Empirical Insights into Influential Antecedents in Low-Trust Environment	Ming Zhou 周明	EB10108
14:15	A Retrieval System of Knowledge Point based on E-commerce	Guozhi Lu 卢国志	EB10120
14:30	A Theoretical Analysis on Credit Cheating in E-Commerce	Zheng Li 李征	EB10134
14:45	An Analysis of Starting Price in English Online Auctions	Ping Li 李平	EB10259
15:00	Coffee Break		
15:15	<b>Value Creation in the Digital Economy</b>	<b>Hans-Dieter Zimmermann</b>	<b>Special Address</b>
15:45	Trust-based Collaborative Filtering Recommendation in E-commerce	Lu Liu 刘鲁	EB10772
16:00	The Node Type Improvement Research on Rule Matching Algorithm Rete in Electronic Commerce Application	Zhijun Ren 任智军	EB10437
16:15	E-Commerce and Internet Application in China's Lodging Industry	Zhongliang Qiao	EB10480
16:30	E-Commerce Website Evaluation Based on Entropy Weight and TOPSIS	Xiaojian Wang 王小建	EB10568
16:45	The Evaluation Method of Commerce Website Based On Customers' Perspective	Diyuan Xu 许迪	EB10603
17:00	Market Segment of Degraded Products with Network Externalities	Qiuming Wang 王秋萍	EB10638
17:15	The Implication of IT Capability Research to E-business Capability	Pu Liu 刘璞	EB10926
17:30	An Empirical Study of the Impact of Knowledge Management on E-business Performance in Modern Service Industry	Zhun Liu 刘淳	EB11046

### May 31-ROOM 1

Time	Paper Title	Presenter	ID
9:30	<b>Towards Generic Legislative Process Workflow Model Building:Lessons from EU Countries Parliaments</b>	<b>Riamntas Gatautis</b>	<b>Special Address</b>

10:00	An Empirical Study on the Impact of FDI on Economic Growth ??The Case of Hubei Province in China	Fayuan Wang 汪发元	IM370245
10:15	The Empirical Analysis on occupational planning of the Employees of Western Region Hotel Industry: A Survey of Yunnan, Guizhou and Sichuan Province	Huiqin Zhang 张惠琴	IM370360
10:30	An Empirical Study on the R&D Inputs and Outputs in Hubei	Wenjuan Jin 晋文娟	IM370386
10:45	Customer Attitudes toward Credit Card in an Emerging Market	Huawei Zhu 朱华伟	IM370416
11:00	Impact of Non-tradable Share Reform on the Performance of Listed Companies-An Empirical Study of Chinese Listed Companies	Zhenyi Wang 王珍义	IM370473
11:15	An Empirical Study on Enterprise' s Human Resources Deployment	Qiuju Wang 汪秋菊	IM370485
11:30	Structural Model and Application of Managers' Job Performance: A Case Study of Resource-Rich Enterprise	Jing Yu 余敬	IM370718
11:45	The Provision of Global Public Goods: A Game-Theoretic Comparison of International Environment and Knowledge	Cheickna Sylla	<b>IM371073</b>
12:00	Correlation Analysis of Key Generic Technology in Cultural Creativity Industries under Internet Environment	Xiaoxia Wang 汪晓霞	IM370719
12:00	Lunch		
13:15	<b>Evaluatimng e-government projects on the basis of public policy effects</b>	<b>Marco De Marco</b>	<b>Special Address</b>
13:45	E-Commerce and Internet Application in China's Lodging Industry	Michael Qiao	<b>EB11069</b>
14:00	Comparative Study of E-Commerce Professional Personnel Training Mode between US and China	Xiaoxia Wang 汪晓霞	EB10720
14:15	Capabilities of BPO Vendor: Case Study of China Data Group	Bo Yang 杨波	EB10758
14:30	A Research on C2C Model of E-Commerce in Higher Education District Based on the AHP	Chenyuan Wang 王宸圆	EB10794
14:45	Critical Success Factors of E-business for Chinese Service Industry	Maomao Chi 池毛毛	EB10809
15:00	Coffee Break		
15:15	<b>Online Consumers' Cross-site Information Seeking Behavior with a Specific Task——Empirical Analysis Based on Client-Side Log</b>	<b>Yezheng Liu 刘业政</b>	<b>Special Address</b>
15:45	Resources Integration for Small and Medium-sized Logistics Enterprises based-on Virtual Logistics Enterprises Alliance	Yun Han	EB10857
16:00	Study on improvement of Trust for Small Retailers Base on C2C Online-Trade	Hongguang Yao 姚红光	EB10901
16:15	E-commerce Developing Strategy Study Based on Knowledge Management	Yiming Zhao 赵一鸣	EB10698
16:30	consumer perceived risk and trust for online payments in China	Qing Yang	EB10952

		杨青	
16:45	Legal Liability of Online Trade Platform Service Providers	Zhengzheng Fang 方铮铮	EB10957
17:00	Semantic Information Integration and Query based on Multi-Layer Ontologies	Huimin Wang 王惠敏	EB11047
17:15	ELECTRONIC BUSINESS	AYILARA IBRAHIM	

### May 30-ROOM 2

Time	Paper Title	Presenter	ID
<b>13:15</b>	<b>A Method for Enterprise Knowledge Map Construction Based on Social Classification</b>	<b>Lu Liu</b> 刘鲁	<b>Special Address</b>
13:45	MODEL FOR MEASURING AND ANALYSING COSTS IN BUSINESS INFORMATICS	Milos Maryska	MIS270852
14:00	Study of Evaluation Model of Performance Based on Garment Information Technology and BPR	Tongyu Gu 顾彤宇	MIS270100
14:15	The Eight Dimensions of Knowledge Management	Feng Liu 刘锋	MIS270501
14:30	Social Networking Impact on Learning	Wen Tian 田雯	MIS270506
14:45	Mobile Wireless Technology: A Case Study of its effect on Teaching, Learning and Assessment (TLA)	Steve Carter	MIS270455
15:00	Coffee Break		
<b>15:15</b>	Innovating IS management by enhancing Knowledge Intensive Service Activities (KISA): two case studies in the banking sector	<b>Alessandro D'Atri</b>	<b>Special Address</b>
15:45	Mobile Wireless Technology: A Case Study of its effect on Teaching, Learning and Assessment (TLA)	Amy Chu	MIS270455
16:00	Study on IT application Maturity: based on the perspective of enterprise capability	Xiaohui Zheng 郑小惠	MIS270618
16:15	Observer-based Generalized Synchronization of A Typical Fractional Order Financial System	Xinjie Li 李新杰	MIS270743
16:30	The Impact Mechanism analysis of Information System and its Evolution on Knowledge Work	Dan Yang 杨丹	MIS270976
16:45	Research on the EAI Systems based on J2EE in B2B Enterprises	Cheng Li 李程	MIS270987
17:00	Preparation of Knowledge Workers for Web Services and E-Business: One Avenue	Jiangping Wang	MIS271023
17:15	Object Version Reconstruction for Information Assurance	Yanjun Zuo	<b>MIS271061</b>
17:30	Investigating the Joint Effect of IS Support for Two Dynamic Capabilities of Top Managers on Firm Performance in a Dynamic External Environment	MichaelJ Zhang	<b>MIS271067</b>

## May 31-ROOM 2

Time	Paper Title	Presenter	ID
9:30	<b>Towards an Understanding of Islam and Muslim Entrepreneurship in the Middle East</b>	<b>David Pistrui</b>	<b>Special Address</b>
10:00	Empirical Research on the Model of Implementation of Strategy	Mengze Hu 胡梦泽	IM370792
10:15	The Research on Corporate Social Responsibility Disclosure between Domestic and Foreign Companies: Analysis based on CSR Reports	Meixing Jing 荆美星	IM370868
10:30	Key factors of VoIP Adoption in Chinese Large Companies: the cases of Air China and Harvest Fund	Tiangang Wu 吴添港	IM371065
10:45	Innovation capability of Female Entrepreneurs building in the high-technology SEMs	Lingling Du 杜玲玲	IM370970
11:00	Case Studies on Headquarters Location of Private Enterprise- On the Basis of Political Resources	Guangyu Ye 叶广宇	IM370997
11:15	Key Factors of VoIP Adoption in Chinese Large Companies: the cases of Air China and Harvest Fund	Herman Wu	<b>IM371065</b>
11:30	The Constitution and Factors of Cultural Creativity Industry System	Xiaoxia Wang 汪晓霞	IM370742
11:45			
12:00	Lunch		
Time	Paper Title	Presenter	ID
13:15	the Trend of E-Business Development and Key Technologies	<b>Yu Chen</b> 陈禹	<b>Special Address</b>
13:45	Analysis of Competitiveness of Chinese Tourism E-business Based on Porter Diamond Model	Danfeng Zhang 张丹凤	EIB110198
14:00	See the Supply Chain Management Information Technology Support System from the View of Beer Game	Yuewang Dong 董明望	EIB110250
14:15	Study on Spatial Distribution of Chinese Tourism Websites and its Online Marketing Effects	Yuelin Liang 梁琳琳	EIB110324
14:30	Applying Enterprise Architecture in China E-Government: A Case of Implementing Government-Led Credit Information System of Yiwu	Yinbin Liu 刘寅斌	EIB110640
14:45	Investigating Success Factors for e-government: Tips from the Italian Case	Marco De Marco	<b>EIB111004</b>
15:00	Coffee Break		
15:15	<b>The Electronic Health Card? An Expense Factor or a future Life-Saver in a Global World?</b>	<b>Juergen Seitz</b>	<b>Special Address</b>
15:45	An Evaluation on Loyalty Degree of Knowledge Workers in China' s State-owned Enterprises in E-business Environment	Li Zhou 周丽	EIB110691
16:00	Evaluating the Value of E-Business Enterprises with Knowledge Asset Based Model	Li Shen 沈莉	EIB110823
16:15	An Improved Evaluation Method of C2C Customer Satisfaction	Xiaoyong Tan	EIB110824

		谈晓勇	
16:30	Analysis of Union-Bank Online Payment Model Based on Network Externality	Qifeng Yang 杨琦峰	EIB110828
16:45	The Research on Integration of Logistics Information System	Xinya Gao 高新亚	EIB111009
17:00	Study On The Construction Of The Course System For Chinese E-Commerce Post-graduates	Xiaoxia Wang 汪晓霞	EIB110856

### May 30-ROOM 3

Time	Paper Title	Presenter	ID
<b>13:15</b>	<b>Student Perceptions of the Value of Accounting Internships</b>	<b>Mary Loyland</b>	<b>Special Address</b>
13:45	Empirical Study on Equity Market Integration between China, US and HK	Wei Cao 操巍	IF570068
14:00	The Empirical Study on the Relationships and Spillover Effects between Interest Rate and Exchange Rate of China and the USA	Hong Wu 吴宏	IF570110
14:15	Influence of RMB Appreciation on Import Sources of Agricultural Products	Jiasheng Wu 张家胜	IF570138
14:30	Noise Traders and IPO Initial Returns: Evidence from China	Long Wu 武龙	IF570187
14:45	The Effects of E-money Introduction on Money Multiplier ,Case Study of Iran	Tanaz Salahesh	IF570205
15:00	Coffee Break		
<b>15:15</b>	<b>THE US FINANCIAL HOUSING FINANCIAL CRISIS AND ITS REPERCUSSIONS</b>	<b>Abderrahman Robana</b>	<b>Special Address</b>
15:45	Analysis on Phased Technology Spillovers of FDI and Chinese Technology Progress Based on the Empirical Analysis of Panel Data	Xing Li 李杏	IF570466
16:00	Heterogeneous human capital, FDI spillover and energy efficiency in China	Zongcheng Yin 尹宗成	IF570470
16:15	Testing for Jumps in the Jump-GARCH Model	Xiuhong Shi 史秀红	IF570472
16:30	The Survey and Analysis of Financial Risk of China Petroleum and Petrochemical Industry	Fanlin Wang 王凡林	IF570490
16:45	Capital Structure and Firm Performance: an Empirical Analysis of Listed Firms in China	Jun Luo 罗军	IF570514
17:00	The Relationship between Price-earnings Ratio and Common Stock Performance: Empirical Evidence from Hong Kong Stock Exchange	Dan Wang 王丹	IF570517
17:15	A Fast Convergence Algorithm Of BP And Its Application In China Stock Market	Sihua Chen 陈思华	IF570550

### May 31-ROOM 3

Time	Paper Title	Presenter	ID
9:30	<b>China vs. US: Earnings Management Confronting the Market Fall – Evidence from Information Technology Industry</b>	<b>Wei Xu</b>	<b>Special Address</b>
10:00	How does Industry Affect the Diffusion of IT Outsourcing?	Wen Guang Qu	<b>ITD181060</b>
10:15	A New Nominative Signature Scheme	Xiangjun Xin 辛向军	ITD180273
10:30	Business Intelligence Approach to Support Modeling and Analysis of Complex Economic Networks	Xiao Liu 刘潇	ITD180922
10:45	Simultaneous Implementation of Key Exchange and Privacy by Linear Combination of Elliptic Curve Points	Jun Yang 杨军	ITD181020
11:00	Secure Crypto-Chips from Side-Channel Analysis at Design Time	Tao Zhang 张涛	ITD181049
11:15	An Analysis of the Adoption of RFID Standards in the Consumer Electronics Industry	Rolf Wigand	<b>ITD181066</b>
11:30	Effect of Creative Destruction of Information Technology (Production) and Development of Posts & Telecommunications of China	Lin Ni 倪琳	ITD101850
12:00	Lunch		
Time	Paper Title	Presenter	ID
13:15	Design of the Organizational Function for High-tech Virtual Enterprises	Yunlong Zhang 张云龙	IF570608
13:30	Experience of Foreign Capital Market Accounting Regulation and Enlightenment	Ziwu Long 龙子午	IF570639
13:45	The Effects Analysis of Wheat Futures daily Price Limits System Based on TGARCH Model	Chunyan Zheng 郑春燕	IF570676
14:00	Herd Effect on Stocks Included in Hu-Shen 300 Index in the Business of 2007	Jie Liu 刘洁	IF570789
14:15	Comparative Study on Stock Market between Mainland and Hong Kong in the Financial Tsunami	Liqin Tan 谭立勤	IF570932
14:30	The Empirical Analysis of Input, Output and Malmquist Index of Financial Innovation System in China	Dan Shi 石丹	IF570951
14:45	Cost of Capital: An Approach of the Investor' s Explanatory Capability	Zhiyong Hu 胡志勇	IF570953
15:00	Coffee Break		
15:15	The Research And Verification Of Option Parity Relation	Qiyue Xiaong 熊启跃	IF570963
15:30	HuShen 300 stock index futures' optimal hedging ratio	Rui Liu 刘锐	IF570977
15:45	Measuring RMB Equilibrium Exchange Rate Based on Economic Structural Breaking-Point	Yajie Wang 王雅杰	IF570984
16:00	Impact of international capital flows on Jordan's economic growth	Basem M. Lozi	<b>IF571078</b>
16:15	Game Analysis of Multiple Equilibrium for Financial Crisis	Weihua Chen	IF570161

16:30	A Study on China Textile and Apparel Industry Development, Challenges, and Countermeasures	yao zhang	IF570655
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### May 30-ROOM 4

Time	Paper Title	Presenter	ID
13:15	<b>The Impact of Service Recovery Features on Customers' Intentions of Word-of-Mouth</b>	<b>Guoqing Guo</b> 郭国庆	<b>Special Address</b>
13:45	A Cost/Benefit Justification Framework to Reduce MSD in the Workplace	Cheickna Sylla	<b>OSM461076</b>
14:00	Research on the Dynamic and Automatic Adaptive Individual Service in E-commerce Based on Neural Network	Qin Liu 刘勤	OSM460076
14:15	Research on Intelligent Learning Strategy for CBR-based Knowledge-enabled Customer Relationship Management	Yan Qin 秦燕	OSM460146
14:30	Research on Electronic Information Public Services Platform Construction of China's Geological Data	Yunzhong Liu 刘云忠	OSM460179
14:45	New Service Development Performance Using a Balanced Scorecard Approach: Scales Development and Validation	Shunzhong Liu 刘顺忠	OSM460244
15:00	Coffee Break		
15:15	<b>An Efficient Heuristic for Adaptive Production Scheduling and Control in One-of-a-Kind Production Shop Floors</b>	<b>Paul Tu</b>	<b>Special Address</b>
15:45	A Study on Negotiation Mechanism of Emergency Response Logistics System for Water Inrush Accidents in Coal Mines	Yanliang Zhang	<b>OSM461077</b>
16:00	Research on Management of Tax Collection Based on Game Equilibrium Model	Zuobin Jiang 蒋佐斌	OSM460269
16:15	Comparative Evaluation on the Productivity of Eco-benefits of the Two Key Forestry Programs	Zhen Liu 刘震	OSM460278
16:30	An Empirical Analysis of Agricultural Productivity in the Sloping Land Conversion Region Based on DEA Mode	Shunbo Yao 姚顺波	OSM460279
16:45	Research on the Level of Mental Health and Relationship between Mental Health and Coping Style of Students in Vocational & Professional College	ling yan	OSM460401
17:00	The Role of Chronic Promotion Focus in Impulse Buying behavior	Suhong Xiong 熊素红	OSM460452

### May 31-ROOM 4

Time	Paper Title	Presenter	ID
13:15	Optimal Design of Reverse Logistics Network on e-waste in Shanghai	Xiaofeng Wanfg 王晓锋	OSM460496
13:30	Characteristics of Chinese Logistics Market: from a Perspective of	JiaqiYang	OSM460503

	Transport Logistics Service Providers	杨家其	
13:45	Supplying Electricity Plan of Multiobjective Average Conditional Value-at-Risk Model	Zhiqing Mwnng 孟志青	OSM460555
14:00	Analysis of Providing Real-time Road Traffic Information in China's Road Traffic Portals	Xiaoxia Wang 汪晓霞	OSM460757
14:15	A Research on the Performance Valuation Model of the China' s Advertising Regulation based on Grey Theory	Xin Dai 戴鑫	OSM460866
14:30	Operational Model and Empirical Study of Zero Time Logistics in Supply Chain	Yifan Zhou 周一帆	OSM460879
14:45	Strategic Analysis of China's crude oil output Based on Geographical Distribution Compared with it's import and export	Xinya Gao 高新亚	OSM461013
15:00	Coffee Break		
15:15	Research on Order Strategy of Single-period Products in Dual-distribution Channel Supply Chain Under Price-dependent Demand	Fei Ye	OSM461031
15:30	Competitive analysis on the Chinese transport logistics market	Jiaqi Yang 杨家其	OSM460504
15:45	The Factors Affecting Usage of E-journals: An Empirical Investigation of Chinese Researchers	Liang Xia 夏靛	OSM461007
16:00	Indicator System of Evaluating Product Design Knowledge Management Based on Maturity Model	Gao Ge	OSM460845
16:15	THE CONTINUANCE OF ONLINE SOCIAL NETWORKS: HOW TO KEEP PEOPLE USING FACEBOOK?	Matthew Lee	