

The Thirteenth Wuhan International Conference on E-Business (WHICEB2014)

第十三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- June 1, 2014
2014年5月30日-6月1日

Part I. Conference Program

Part II. Panel and Presentation Schedule

Conference Overview 日程总览

Registration 注册签到

May 30, 2014 14:30-19:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

May 31, 2014 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

Friday-May 30th, 2014, Graduate Students' Workshop in IS and E-business

信息系统与电子商务博士生论坛

Time/Room	Panel/Presentation	Room
5/30/2014 08:30-12:00	Faculty Presentations 学术演讲	China University of Geosciences, East Campus, Bajiao Building 中国地质大学东区, 八角楼会议厅
5/30/2014 13:30-16:45	Students Presentations and Faculty Comments 论文宣读与专家点评	

Saturday-May 31th, 2014, Main Conference Day 1

Time/Room	Panel/Presentation	Room
5/31/2014 09:00-12:00	1-Opening 开幕式 2-Best Paper Announcement 宣布最佳论文 3-Keynote Address 主题报告	Third floor, Guanhu building, Lake View Garden Hotel 湖滨花园酒店 观湖楼 3楼
5/31/2014 13:15-17:45	1-Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文 2-Taiwan E-business Session 台湾电子商务论坛	Room1—Room4, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 1-4 会议室

Sunday-June 1st, 2014, Main Conference Day 2

Time/Room	Panel/ Presentation	Room
6/1/2014 08:30-09:55	China Association for Information Systems(CNAIS) Session 信息系统协会中国分会专题研讨会	Room1, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第1会议室
6/1/2014 10:10-12:00	eHealth Session 电子健康专题研讨会	
6/1/2014 13:15-15:15	1-Information Economics Seminar (Chinese session) 信息经济学会专题研讨会(中文会场) 2- Presentation Techniques Session 论文宣读技巧研讨会	Room1—Room2, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 1-2 会议室
6/1/2014 15:30-17:45	1- Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文 2-Guidance for Recommended Papers to Sponsored Journals 会议录取的推荐期刊论文辅导专题会	Room1—Room2, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 1-2 会议室

The Thirteenth Wuhan International Conference on E-Business(WHICEB2014)

May 30- June 1, 2014
Lake View Garden Hotel , Wuhan, China

Part I. Conference Program

Registration 注册签到

May 30, 2014

🕒 14:30-18:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

May 31, 2014

🕒 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

Friday-May 30, 2014

Graduate Students' Workshop in IS and E-business 信息系统与电子商务博士生论坛

Venue: China University of Geosciences, East Campus, Bajiao Building
中国地质大学东区，八角楼会议厅

Chair- *Furen Lin* 林福仁, Professor, National Tsinghua University, Taiwan

🕒 8:30-8:50 **Opening comments**

🕒 8:50-9:40 **Faculty Presentations I**

- **Title:** Bridging the gap between computational intelligence and decision-making: A glance to decision-making oriented forecasting techniques

Yukun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology

🕒 9:40-10:00 **Break**

🕒 10:00-11:50 **Faculty Presentations II**

- **Title:** Using Novel Theories and Methods in Information Systems Research
Ning Nan 南宁, Assistant Professor, University of British Columbia, Canada
- **Title:** Publishing in Information Systems Journals: An Editor's Perspective
Hock Hai Teo 张福海, Professor, National Singapore University, Singapore

🕒 12:00-13:15 **Lunch**

🕒 13:15-14:00 **Faculty Presentations III**

- **Title:** Understanding the continuance usage of e-readers from the flow theory

perspective

Furen Lin 林福仁, Professor, National Tsinghua University, Taiwan

🕒 14:00-15:20 **Students Presentations and Faculty Comments**

- **Dongdong Shen, Rong Du, Zongming Zhang** (School of Economics and Management, Xidian University), Effect of Knowledge Sharing on the Level of Information Technology Service Offering and Clients' Satisfaction
- **Liu Ying, Liu Yongmei** (Business School, Central South University), Sustainable Crowdsourcing Platform Designing Framework Based on 2-Tuple MADM

🕒 15:20-15:40 **Break**

🕒 15:40-16:45 **Panel Discussion –Service Innovation in the Internet Era**

Chair: Professor Furen Lin

Panelists: Professor Hock Hai Teo, Yukun Bao and Ning Nan

Main Conference -Day 1 (Saturday-May 31, 2014)

Venue: Lake View Garden Hotel (湖滨花园酒店)

🕒 09:00-9:30 **Opening 开幕式 (Third floor ,Guanhu building, 观湖楼 3楼)**

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

致词:

Welcome – **Yanxin Wang** 王焰新, President of China University of Geosciences, China

Welcome – **Feicheng Ma** 马费成, Vice Chairman of China Association for Information Systems (CNAIS), School of Information Management, Wuhan University

Welcome – **Juergen Seitz**, Co-Chair, Baden-Württemberg Cooperative State University, Heidenheim, Germany

Welcome – **Liang Yan** 严良, Dean of School of Economics and Management of CUG

🕒 09:30-09:50 **Group photo taking 合影**

🕒 09:50-10:00 **Best paper announcement 宣布最佳论文**
(Third floor ,Guanhu building, 观湖楼 3楼)

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

🕒 10:00-12:00 **Keynote Address 主题报告**
(Third floor ,Guanhu building, 观湖楼 3楼)

Chair- Doug Vogel, Professor, School of Management, Harbin Institute of Technology

- **Title:** Emerging Opportunities for Customer-side Research in E-business
Viswanath Venkatesh, Distinguished Professor and George and Boyce Billingsley Chair in Information Systems Department of Information Systems, Walton College of Business, University of Arkansas, USA
- **Title:** Big Data's Challenge to Business Analytics: Cloud Computing, Unstructured Data and Intangible Assets
J. Christopher Westland, Professor of University of Illinois at Chicago, High-level Foreign Expert (1000 Talents Plan - China State Administration of Foreign Experts Affairs), Overseas Chair Professor, Beijing University of Aeronautics and Astronautics, Adjunct Professor, University of Science and Technology of China

🕒 12:00-13:15 **Lunch** 午餐

🕒 13:15-15:15 **Special Address and Concurrent Sessions for Paper Presentation**
(Room1—Room4, Third floor, Fuman Building)
特邀报告与分会场宣读论文 (福满楼 3 楼 1-4 会议室)

🕒 15:15-15:30 **Coffee Break** 休息

🕒 15:30-17:45 **Taiwan E-business Session** 台湾电子商务论坛
(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)

Theme of Session: Current Applications in Electronic Business Environment

Chair: *Sung-Shun Weng* (翁颂舜), Professor, College of Management, National Taipei University of Technology, Taiwan

Speaker:

- **Title:** Constructing a evaluating model for Smartphone Green Design by VAHP and QFD
Chyuan Perng (彭泉), Associate Professor, Department of Industrial Engineering and Enterprise Information, National Quemoy University, Taiwan
- **Title:** Usability Evaluation of Mobile Commerce Web on Internet - An Empirical Study
Tsung-Yin Ou (欧宗殷), Assistant Professor, Department of Industrial Engineering and Management, National Quemoy University, Taiwan
- **Title:** The Key Success Factors of Wearable Computing Devices: An User-Centricity Perspective
Chung-Yang Chen (陈仲俨), Associate Professor, Department of Information Management, National Central University, Taiwan
- **Title:** Design Automatic Data Migration Tool in Cloud-based Environment
Shin-Jer Yang (杨欣哲), Professor, Department of Computer Science and Information Management, Soochow University, Taiwan
- **Title:** Hybrid collaborative filtering for movie recommendation

Sung-Shun Weng (翁颂舜), Professor, College of Management, National Taipei University of Technology, Taiwan

- 🕒 15:30-17:45 **Special Address and Concurrent Sessions for Paper Presentation (Room2—Room4, Third floor, Fuman Building)**
特邀报告与分会场宣读论文 (福满楼 3 楼 2-4 会议室)
- 🕒 18:00 **Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)**
步行至艳阳天酒店(湖滨花园酒店西侧)
- 🕒 18:15-19:00 **Reception 欢迎宴会**
- 🕒 19:00 **Bus leaving for Music Performance 开车出发观看演出**
- 🕒 19:30-20:45 **Music Performance by China University of Geosciences and Alfred University - Friendship Melody 中国地质大学和 Alfred 大学联合演出: 友谊旋律**
Concert Hall of the Arts & Media College, CUG
中国地质大学艺术与传媒学院音乐厅

Main Conference -Day 2 (Sunday-June 1, 2014)

Venue: Lake View Garden Hotel (湖滨花园酒店)

- 🕒 08:30-09:55 **China Association for Information Systems (CNAIS) Session**
信息系统协会中国分会专题研讨会
(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)

Theme of Session: The Marketing Challenges in New Media

Chair: *Yunjie Xu* (徐云杰), Professor, School of Management, Fudan University, China

Speakers:

- **Title:** Battle of Positioning: Role of Structural Holes in Competitive Product Diffusion
Yunjie Xu (徐云杰), Professor, School of Management, Fudan University, China
- **Title:** Administering and Capitalizing on Product trial in an online context
Xianghua Lu (卢向华), Associate professor, School of Management, Fudan University, China
- **Title:** Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services
Yifan Dou (窦一凡), Assistant Professor, School of Economics and Management, Beihang University, China

- 🕒 09:55-10:10 **Coffee Break 休息**

🕒 10:10-12:00 **eHealth Session** 电子健康专题论坛

(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)

Theme of Session: eHealth Issues and Experiences

Chair: *Doug Vogel*, Professor, School of Management, Harbin Institute of Technology

Speaker:

- **Title:** eHealth Considerations and Opportunities
Doug Vogel, Professor, School of Management, Harbin Institute of Technology, China
- **Title:** Some Explorative Studies about Online Healthcare Community
Xitong Guo (郭熙铜), Professor, School of Management, Harbin Institute of Technology, China
- **Title:** eHealth for the population in need: the experience of Lujiazui smart community
Stella Wen Tian, Executive director of Shanghai Lujiazui Smart Community Information Development Center, China
- **Title:** Empirical studies on the use of computer mediated communication (CMC) technology in healthcare industry
Tina Ziyu Yan, Ph.D. student in the Information Systems Department, City University of Hong Kong, China

🕒 12:00-13:15 **Lunch** 午餐

🕒 13:15-15:15 **Information Economics Seminar** 信息经济学会专题研讨会
(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)
Chinese Language Seminar, 中文论坛

Chair: **Yu Chen** (陈禹), Professor, School of Information, Renmin University of China, & Honorary Chairman of China Information Economics Society

Speakers:

- **Title:** 电子商务对于经济学的挑战
Yu Chen (陈禹), Professor, School of Information, Renmin University of China, & Honorary Chairman of China Information Economics Society
- **Title:** 信息时代经济学的困惑与出路
Peifang Yang (杨培芳), Chairman of China Information Economics Society

🕒 13:15-15:15 **Presentation Techniques Session** 论文宣读技巧研讨会
(Room2, Third floor, Fuman Building, 福满楼 3 楼 2 会议室)

Theme of Session: Especially for less experienced scholars who do not have very much experience presenting research results.

Chair: *Juergen Seitz*, Professor, Baden-Württemberg Cooperative State University,
Heidenheim, Germany

Comments and Discussions for Students Presentation

Two presentations are used to discuss what is good and what can be improved:

- **Title:** The necessity of the integration of data sources to optimize e-newsletter production and distribution processes

Martin Brehmer: Baden-Wurttemberg Cooperative State University, Heidenheim,
Germany

- **Title:** The impact of the Management of Change Approach for Companies in the Chemical Industry

Veronika Mader, Baden-Wurttemberg Cooperative State University, Heidenheim,
Germany

🕒 15:15-15:30 **Coffee Break** 休息

🕒 15:30-17:45 **Special Address and Concurrent Sessions for Paper Presentation**
(Room1, Third floor, Fuman Building)

特邀报告与分会场宣读论文 (福满楼 3 楼 1 会议室)

🕒 15:30-17:45 **Guidance for Recommended Papers to Sponsored Journals**
会议录取的推荐期刊论文辅导专题会

(Room2, Third floor, Fuman Building, 福满楼 3 楼 2 会议室)

Chair: *Wilfred V Huang*, Professor, Alfred University, U.S.A.

Faculty Participants:

Juergen Seitz, Professor, Baden-Württemberg Cooperative State University,
Heidenheim, Germany

Zhen Zhu (朱镇), Associate Professor, China University of Geosciences,
Wuhan, China

Author Participants: Authors of recommended papers in WHICEB 2014

Description: This is a session for the authors of recommended papers in WHICEB 2014 meeting with several editorial board members. The editorial board members will discuss the paper with each participant, giving each a feedback on constructive ideas and plans to enhance their papers for publication.

🕒 18:00 **Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)**
步行至艳阳天酒店(湖滨花园酒店西侧)

🕒 18:15-19:15 **Dinner**

Closing Address 闭幕致词

Paul Tu, SCHULICH School of Engineering, University of Calgary, Canada

Part II Panel and Presentation Schedule

Panel Schedule

Presentation Session Topics

Time	Room1	Room2	Room3	Room4
5/31/2014 13:15-15:15	Online Service Design	Social Network Structure and Mechanism	Trust and Loyalty in Online Business Environment	Logistics Systems and Supply Chain Management
5/31/2014 15:30-17:45	—	Online Word-of-Mouth and Consumers' Behavior	E-business and Competitive Advantage	Online Consumers' Behavior in Service Operations
6/1/2014 15:30-17:45	Digital Economy and Service Economy	—	—	—

Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)

Presentation Session Chairs 会场主席

Time	Room1	Room2	Room3	Room4
5/31/2014 13:15-15:15	Xiaoling Li Zhongnan University of Economics and Law, China	Rimantas Gatautis Kaunas university of technology, Lithuania	Hongxiu Li, University of Turku, Finland	Paul Tu, SCHULICH School of Engineering, University of Calgary, Canada
5/31/2014 15:30-17:45	—	Xiaobo (Bob) Xu American University of Sharjah, USA	Juergen Seitz, Baden-Württemberg Cooperative State University, Germany	Bob Carasik, Wells Fargo Bank, USA
6/1/2014 15:30-17:45	Zongqing Zhou, College of Hospitality and Tourism Management, Niagara University, USA	—	—	—

Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)

Special Addresses

分会场特邀报告

Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)

Time	Presenter	Title	Room
5/31/2014 13:15-13:45	<i>Qing Yang</i> Professor, Fudan University, China	Empirical Study on Consumer Perceived On-line Payment Risk	Room1
	<i>Xitong Guo</i> Professor, Harbin Institute of Technology, China	Investigating the effect of physicians' information on patients' online selection	
	<i>Xiaobo (Bob) Xu</i> Assistant Professor, American University of Sharjah, USA	Relating Organizational Politics to Social Networks and Individual Performance: An Empirical Study of a Chinese Manufacturer	Room2
	<i>Bob Carasik,</i> Wells Fargo Bank, USA	Real-Time Recommendations and Customer Rewards Programs: Does Loyalty Have a Speed Limit?	Room3
	<i>Reima Suomi,</i> Professor, University of Turku, Finland	The Innovation Path of the Finnish Medicine Delivery System	Room4
5/31/2014 15:30-16:00	<i>Hongxiu Li,</i> Senior Research Fellow, University of Turku, Finland	Understanding E-Service users' WOM Behavior from Expectation Confirmation Perspective	Room2
	<i>Ning Nan,</i> Assistant Professor, University of British Columbia, Canada	Harnessing the Power of Self-Organization in Online Community during Organizational Crisis	Room3
	<i>Paul Tu</i> Professor, University of Calgary, Canada	The Study and Prospects of the Dynamic Pricing Model for One-of-a-Kind Production Supply Chain	Room4
6/1/2014 15:30-16:00	<i>Rimantas Gatautis</i> Professor, Kaunas university of technology, Lithuania	Digital Business Ecosystems for regional development: evidences from EU countries pilots	Room1
	<i>Zongqing Zhou,</i> Professor, College of Hospitality and Tourism Management, Niagara University, USA	The Death of the Traditional Media: the Impact of Social Media on Management and Marketing	

Paper Presentations

May 31- ROOM 1 Third floor, Fuman Building

福满楼三楼，第 1 会议室

Theme: Online Service Design

Chair: *Xiaoling Li*, Zhongnan University of Economics and Law, China

Time	Paper Title	Presenter	Paper ID
13:15	Empirical Study on Consumer Perceived On-line Payment Risk	<i>Qing Yang</i>	Special address
13:45	Investigating the effect of physicians' information on patients' online selection	<i>Xitong Guo</i>	Special address
14:15	The Effect of Service Guarantees on Online Customers' Purchase Intention	<i>Rong Lei</i>	EB10381
14:30	The Effect of Service Guarantees on the Service Quality of Online Merchants	<i>Wei Jiang</i>	EB10383
14:45	The Impact of Online Store Characteristics on Service Recovery Satisfaction in C2C Online Markets	<i>Erci Li</i>	EB10388
15:00	"Refunds" or "Discounts"? Exploring the Compensation Framing Effect on Consumer's Perceived Fairness of Online Service Recovery	<i>Dongjin He</i>	EB10421
15:15	Coffee Break		

June 1- ROOM 1 Third floor, Fuman Building

福满楼三楼，第 1 会议室

Theme: Digital Economy and Service Economy

Chair: *Zongqing Zhou*, College of Hospitality and Tourism Management, Niagara University, USA

Time	Paper Title	Presenter	Paper ID
15:30	Digital Business Ecosystems for regional development: evidences from EU countries pilots	<i>Rimantas Gatautis</i>	Special address
16:00	The Death of the Traditional Media: the Impact of Social Media on Management and Marketing	<i>Zongqing Zhou</i>	Special address
16:30	A Study of Interest Rate Risk Measurement Based on VaR Method	<i>Li Zhang</i>	EOSM460407
16:45	* Best Paper Nomination Impact of Information Technology Capability on Financial Performance of Chinese Listed Companies during the Period of Economic Downturn	<i>Jinnan Wu</i>	IMIT370333
17:00	Reflections on the Structure of China's Outward Foreign Direct Investment	<i>Wang Yan</i>	EOSM460326

May 31- ROOM 2 Third floor, Fuman Building

福满楼三楼，第2会议室

Theme: Social Network Structure and Mechanism

Chair: Rimantas Gatautis, Kaunas university of technology, Lithuania

Time	Paper Title	Presenter	Paper ID
13:15	Relating Organizational Politics to Social Networks and Individual Performance: An Empirical Study of a Chinese Manufacturer	<i>Xiaobo (Bob) Xu</i>	Special address
13:45	Measuring Website Users' Mental Model Information Seeking With The Pathfinder Network Approach	<i>Jiang Song</i>	HB270345
14:00	Study on Diffusion Mechanism of Viral Marketing Based on Social Networking Web Sites	<i>Huiping Ding</i>	HB270363
14:15	Advertising Effectiveness of Different Social Appeals through Microblog	<i>Chengyan Gu</i>	HB270393
14:30	* Best Paper Nomination Network Evolution of Transactional Community: A Different Network Closure Mechanism from Social Network	<i>Bangming Xiao</i>	HB270464
14:45	Different Influence Models of Node Centrality in Transactional Community	<i>Peixiang Sun</i>	EB10465
15:15	Coffee Break		

Theme: Online Word-of-Mouth and Consumers' Behavior

Chair: Xiaobo (Bob) Xu, American University of Sharjah, USA

Time	Paper Title	Presenter	Paper ID
15:30	Understanding E-Service users' WOM Behavior from Expectation Confirmation Perspective	<i>Hongxiu Li</i>	Special address
16:00	Online Consumer Misbehavior: The Effects of WOM versus Observational Learning	<i>Yuan Yin</i>	EB10379
16:15	The Effect of E-WOM Presentation Order on Consumers' Attitude: The Moderating Role of E-WOM Sources	<i>Siqin Liu</i>	EB10392
16:30	Research on the Relationship between Online Reviews and Customer Purchase Intention: The Moderating Role of Personality Trait	<i>Yaqi Chen</i>	HB270360
16:45	Online Word-of-Mouth and Mobile Product Reviews: An Experimental Investigation of the Mediating Role of Mobile Self Efficacy	<i>Zhen Zhu</i>	HB270365
17:00	Country Image, e-WOM and Purchase Intention of Korean Products in China - With Korean Cosmetic Products as an Example	<i>Dekui Li</i>	HB270423
17:15	What determines online consumers to migrate from PC to Mobile Terminals? - An empirical research on consumers' online channel-migration behaviors	<i>Yimin Yang</i>	IMIT370456

May 31- ROOM 3 Third floor, Fuman Building

福满楼三楼，第3会议室

Theme: Trust and Loyalty in Online Business Environment

Chair: Hongxiu Li, Senior Research Fellow, University of Turku, Finland

Time	Paper Title	Presenter	Paper ID
13:15	Real-Time Recommendations and Customer Rewards Programs: Does Loyalty Have a Speed Limit?	<i>Bob Carasik,</i>	Special address
13:45	The Trustworthiness of Online Reference Group and Participation Behavior of Crowd in Crowdsourcing e-Market	<i>Qian Tian</i>	HB270377
14:00	The empirical Research about the impact of the seller reputation on C2C online Trading: the case of TaoBao	<i>Xi Xu</i>	HB270394
14:15	Enhancing User Loyalty through Network Externality: An Empirical Study on B2B Platform	<i>Jie Zhao</i>	HB270400
14:30	An Examination of the Determinants of Customer Loyalty in Online Group-buying Context in China	<i>Zhe Zang</i>	HB270409
14:45	Examine User Adoption of Mobile Payment Using the TAM: A Trust Transfer Perspective	<i>Hong Yan</i>	HB270425
15:15	Coffee Break		

Theme: E-business and Competitive Advantage

Chair: Juergen Seitz, Baden-Württemberg Cooperative State University, Germany

Time	Paper Title	Presenter	Paper ID
15:30	Harnessing the Power of Self-Organization in Online Community during Organizational Crisis	<i>Ning Nan</i>	Special address
16:00	The Effectiveness of Two-Sided Users Activity for Sustainable Competitiveness: Findings from B2B Electronic Market	<i>Xiaoling Li</i>	EB10378
16:15	* Best Paper Nomination The effect of information technology on public and private sector: evidence from the Banking	<i>Mojtaba Res Safari</i>	EB10369
16:30	Assessment of IT Governance and Process Maturity: Evidence from banking Industry	<i>Mojtaba Res Safari</i>	ITIS110359
16:45	Analysis in-Depth of the Factors that Impact the Development of E-Commerce in Underdeveloped Areas from the Perspective of Operating Process	<i>Lei Zhang</i>	HB270366
17:00	A Review of Current Studies on Internet Finance in China	<i>Liang Chang</i>	IMIT370339
17:15	An Analysis of Dynamic Game Strategy of Privacy Protection in Personalization	<i>Li Chen</i>	HB270340
17:30	Research on Societal Constraints for Implementing an Innovative Electric Public Transportation System by BYD in Berlin	<i>Nikola Zivlak</i>	IMIT370395

May 31- ROOM 4 Third floor, Fuman Building

福满楼三楼，第4会议室

Theme: Logistics Systems and Supply Chain Management

Chair: Paul Tu, SCHULICH School of Engineering, University of Calgary, Canada

Time	Paper Title	Presenter	Paper ID
13:15	The innovation path of the Finnish medicine delivery system	<i>Reima Suomi</i>	Special address
13:45	A Multi-Criteria Decision Making Approach based on Fuzzy Theory and Credibility Mechanism for Logistics Center Location Selection	<i>Bowen Wang</i>	EB10368
14:00	* Best Paper Nomination Model and Algorithm for Closed-loop Logistics System Considering Time-satisfaction Degree and Returns under E-commerce Environment	<i>Hao Guo</i>	EOSM460467
14:15	Antecedents and Outcome of Information Sharing in Supply Chain	<i>Wang Zhiqiang</i>	EOSM460341
14:30	The Research of Existing Problems and Countermeasures for Gypsum Exploitation and Usage in Tai'an	<i>Xiaojiang Huang</i>	EOSM460304
14:45	Understand and Calibrate Urban Freight Demand	<i>Xiaoxia Wang</i>	EOSM460426
15:15	Coffee Break		

Theme: Online Consumers' Behavior in Service Operations

Chair: Bob Carasik, Wells Fargo Bank, USA

Time	Paper Title	Presenter	Paper ID
15:30	The Study and Prospects of the Dynamic Pricing Model for One-of-a-Kind Production Supply Chain	<i>Paul Tu</i>	Special address
16:00	Cross Cultural Comparative Research of Online Consumer Reviews Intentions	<i>Yaqin Li</i>	HB270361
16:15	Research on Hotel Service Design from Perspective of Customer	<i>Yuanyuan Nie</i>	EOSM460356
16:30	Comparing the Effects of Perceived Enjoyment and Perceived Risk on Hedonic/Utilitarian Smartphone Applications	<i>Jun Yong Xiang</i>	HB270444
16:45	Comparative Study on Static Term Structure of Interest Rates	<i>Feiting Wang</i>	IMIT370397
17:00	The Impacting Factors of College Students' Willingness to Use the Network Teaching Platform	<i>Zhuo Dai</i>	KMBI180309
17:15	Understanding the Impact of Service Reputation on the Online Group-buying Behaviors	<i>Xinhui Yi</i>	ITIS110404

China University of Geosciences, East Campus, Bajiao Building

Venue of Graduate Students' Workshop in IS and E-business



Lakeview Garden Hotel

Venue of Main Conference

