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Part I MASS 2010 Conference Schedule

August 24-26, 2010

Registration Time	Date	Location
08:30 – 20:00	August 24 th , 2010	
08:30 – 18:00	August 25 th , 2010	Lobby, 1 st floor, Ramada Plaza Optics Valley Hotel
08:30 – 14:30	August 26 th , 2010	

Wednesday Morning, August 25, 2010

Time	Activity	Location: East Lake Hall, 5 th floor, Ramada Plaza Optics Valley Hotel
08:30 - 09:00	Opening Ceremony	
09:00 - 11:55	Plenary Speeches	
	1) Title: Staying Competitive: Creating and Fostering Innovation in the Work Place Speaker: Prof. James M. Shaeffer, James Madison University, USA Time: 09:00 - 09:40	
09:40 - 10:00	Coffee Break	
	2) Title: The Case for Services Science: Strategic issues, Innovations, and Challenges Speaker: Prof. Michael K. Badawy, Virginia Tech University, USA Time: 10:00 - 10:40	
	3) Title: Innovation in a Hyper-Networked "Systems Age" Speaker: Dr. Joseph J. Salvo, GE Global Research, USA Time: 10:40 - 11:20	
	4) Title: Capture the Core Values in Service Design: Financial Information Search Engine as an Example Speaker: Prof. Hengjin Cai, Wuhan University, China Time: 11:20 - 11:55	

Wednesday Noon, August 25, 2010

12:00 - 13:30	Lunch Buffet	Location: 4 th & 28 th floor, Ramada Plaza Optics Valley Hotel
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Wednesday Afternoon, August 25, 2010

Time	Activity (Coffee Break 15:40 – 16:00)	Location
14:00 - 18:00	Oral Session 1: Business Management	South Lake Room I, 5 th floor
	Oral Session 2: Management of New Technologies	South Lake Room II, 5 th floor
	Oral Session 3: Engineering, Project and Quality Management	South Lake Room III, 5 th floor
	Oral Session 4: Enterprise and Human Resource Management	West Lake Room, 5 th floor
	Oral Session 5: Finance Management	VIP Room, 5 th floor
	Oral Session 6: Service Management (1)	Cang Yu Room, 3 rd floor

Wednesday Evening, August 25, 2010

18:30 - 20:00	Welcome Banquet	Location: East Lake Hall, 5 th floor, Ramada Plaza Optics Valley Hotel
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Thursday Morning, August 26, 2010

Time	Activity (Coffee Break 10:00 – 10:20)	Location
08:30 – 12:00	Oral Session 7: Knowledge Management	South Lake Room I, 5 th floor
	Oral Session 8: E-Commerce and E-Government	South Lake Room II, 5 th floor
	Oral Session 9: Risk Management	South Lake Room III, 5 th floor
	Oral Session 10: Environment Management	West Lake Room, 5 th floor
	Oral Session 11: Supply Chain Management	VIP Room, 5 th floor
	Oral Session 12: Service Management (2)	Cang Yu Room, 3 rd floor

Thursday Noon, August 26, 2010

12:00 - 13:30	Lunch Buffet	Location: 4 th & 28 th floor, Ramada Plaza Optics Valley Hotel
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Thursday Afternoon, August 26, 2010

Time	Activity	Location
14:00 – 15:20	Poster Session 1: E-Commerce, New Technologies and Others	East Lake Hall I, 5 th floor
14:00 – 15:20	Poster Session 2: Engineering Management, Project Management and Knowledge Management	East Lake Hall II, 5 th floor
15:20 – 16:40	Poster Session 3: Enterprise Management, Human Resource Management and Decision Making Systems	East Lake Hall I, 5 th floor
15:20 – 16:40	Poster Session 4: Financial Management and Risk Management	East Lake Hall II, 5 th floor
16:40 – 18:00	Poster Session 5: Service Management and City Operation	East Lake Hall I, 5 th floor
16:40 – 18:00	Poster Session 6: Supply Chain Management, Business Management and Environment Management	East Lake Hall II, 5 th floor

Part II Plenary Speeches

Plenary Speech: Staying Competitive: Creating and Fostering Innovation in the Work Place

Speaker: Prof. James M. Shaeffer, James Madison University, USA

Time: 09:00 - 09:40 August 25, 2010

Location: 5th floor, East Lake Hall, Ramada Plaza Optics Valley Hotel



Abstract

Staying competitive as an organization is becoming more and more challenging because of growth in globalization of markets, global competition for talent, exponential growth in information and knowledge, and the lightning speed of development of new technologies. How do we keep our organizations competitive in this environment? This presentation will examine the importance of innovation and finding new ways to create value in a global marketplace and fostering innovation in an organization.

Plenary Speech: The Case for Services Science: Strategic issues, Innovations, and Challenges

Speaker: Prof. Michael K. Badawy, Virginia Tech University, USA

Time: 10:00 - 10:40 August 25, 2010

Location: 5th floor, East Lake Hall, Ramada Plaza Optics Valley Hotel



Abstract

The importance of “Services Science” has been greatly expanded in value, scale, and significance. This is due, in part, to our highly dynamic competitive business environment; particularly in knowledge- intensive business services directed toward performance transformation, productivity enhancement, and innovation. We live in a service-based global economy, services are moving to center stage. The services sector represents over 80% of the economic activity of the developed advanced countries. The scope of service “industries” is extensive and includes the output of many organizations: in health care, education, transportation, financial services, government agencies, information and communication industries....etc. The traditional manufacturing culture has largely been replaced by a “services” culture. Thus, requiring shifting from past century outmoded focus on agriculture and manufacturing, to focusing on information, knowledge, and services as the core capabilities critical for achieving optimal performance and maintaining global competitive advantage. The strategic positioning of “Services Science” will have a significant impact on its future development as a discipline and a practice. There is an urgent need for developing a new framework for enhancing the growth of this emerging field. Implementing some action strategies for collaboration between industry, academic institutions, and government will be proposed . There is also a need for broadening the domain and definition of Management of Technology (MOT) to include “Services Management”. Management of Technology (MOT) has been defined as consisting of five major components: Managing R&D, Managing process technology, Managing product technology, Managing Information Technology (IT), and Technological Entrepreneurship. Improving on the traditional managerial thinking and engineering management practices require expanding the MOT scope to include “Managing Services”. I view this expansion as an essential pre-requisite for services innovation. The core point is that managing intangible services is immeasurably different from managing

the tangible production and manufacturing. The two fields do require vastly different skills, competencies, metrics, measurement methodologies, benchmarking, quality control, and evaluation paradigms.

Plenary Speech: Innovation in a Hyper-Networked "Systems Age"

Speaker: Dr. Joseph J. Salvo, GE Global Research, USA

Time: 10:40 - 11:20 August 25, 2010

Location: 5th floor, East Lake Hall, Ramada Plaza Optics Valley Hotel



Abstract

The availability of powerful yet low cost mobile devices has spawned the creation of massive hierarchical networks that connect both physical and digital objects. Near real time access to data and information now influences both the rate of innovation and its embodiment in business products and processes. The interplay between technology, business and innovation continues to evolve and accelerate.

Plenary Speech: Capture the Core Values in Service Design: Financial Information Search Engine as an Example

Speaker: Prof. Hengjin Cai, Wuhan University, China

Time: 11:20 - 11:55 August 25, 2010

Location: 5th floor, East Lake Hall, Ramada Plaza Optics Valley Hotel



Abstract

Expanding a traditional services business is an enormous effort. Franchising is a way to expand traditional services business efficiently, but still, almost all the work has to be repeated. Scalability is a major challenge in service business.

Internet provides a desirable platform to make the scalability easier to achieve. Several online businesses have ballooned in a short period of time and cut large portions of market shares from traditional enterprises. Amazon's book selling, Netflix's video rental service, Travelocity's ticket booking, and Google's advertisement are examples of success stories. However, it appears very tricky when an Internet company tries to leverage their customer bases to enter a new business. Internet pioneer AOL has not renovated itself from dial-up service and email service. Yahoo has tried to branch out to online shopping stores, but their efforts did not pay off. Instead, they lost their edge on Internet search service and lost their advertising market shares to Google. No major Internet company has refocused their business successfully, except some have attracted their customers to online games in certain degrees.

A successful online business has to be focused on one particular service. Simple and clean are the core values of the service design. Google presents a simple home page to users even though the technologies behind its search engine are sophisticate. Amazon had kept selling only books, the merchandise really easy to handle, for a long period of time. Priceline's reverse auctioning of tickets is also a good example of targeting on particular customer needs. A simple and clean design of an online service makes the online process easy to follow by users with different knowledge backgrounds, and hence makes the service scalable tremendously.

We will present the design and implementation of a financial information search engine in which the most recent technologies are employed. The simple and clean design of the search engine was highly appreciated in a national competition.

Part III Oral Sessions

Oral Session 1: Business Management

South Lake Room I, 5th floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20186	Research on Conflicts Resolving for Collaborative Negotiation	Ge Zhang	Beijing University of Technology, China
20200	How to Assess Patent Values in Patent Infringement Lawsuits?	Hui-Chung Che	IIUnion IP Consulting Ltd., China
20785	The Dynamics of Intellectual Capital: Taking Organizational Lifecycle into Consideration	Shulien Chang	Ming-Chuan University, Taiwan, China
20792	The risk management of supply chain	Jianlin Yuan	HeBei Normal University of Science and Technology, China
21479	Estimation for the Flexibility of Enterprise Management System Based on Extension Mathematics	Bin Hu	Shanghai University of Engineering Science, China
21546	Influence of Compatibility on Pricing Strategy of Firms with Two-Sided Markets	Fei Tang	Xuhai College, China University of Mining & Technology, China
21663	Emulator Model of Mont Carlo of Supply Chain Management by Form and Exploitation	Mao Yu_Zhong	Zhejiang University of Science and Technology, China
21986	Expatriates Management for MNCs: A Dynamic Objective Optimization Model	Yongzhi Wu	University of International Business and Economics, China
22113	Political Connections and Firm Diversification: A Resource Based View	Ai He	South China University of Technology, China
22131	Modelling business processes for limited-lot producers with aixperanto	Kristian Kuhlmann	RWTH Aachen, Germany
22192	MinerVA: a decision support model that uses novel text mining technologies	Yue Dai	University of Eastern Finland, Finland
22277	Business Process Automation for Universities - Enabling Effective and Efficient University Management	Norbert Jesse	TU Dortmund, Germany
22356	A Fundamental Framework of Business Process Reengineering Methodology Based on IT	Jun Du	Tianjin University, China
22590	Supply Chain Integration Through Business Intelligence	Luhao Liu	Shandong University of Finance, China
22597	Empirical Analysis of Bilateral Trade Complementarity Between China and the USA	Jie Lv	China University of Geoscience, China

Oral Session 2: Management of New Technologies

South Lake Room II, 5th floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20039	Application of Bayesian Network in Improving Customer Credit Precision	Gang Ma	Dongbei University of Finance & Economics, China
20130	Executable Workflow of Composition Architecture on Semantic Web Service	Huitong Jia	North China Institute of Computing Technology, China

ID	Paper Title	Author	Affiliation
20383	A Digital Watermarking Algorithm Based on Characters of the Remote-sensing Imagery	Qing Chen	University of Shanghai for Science and Technology, China
20625	Activity Theoretical Framework for Wiki-based Collaborative Content Creation	Weiwei Zhang	Nanjing University of Information Science & Technology, China
21257	Experiment management system for Industrial Engineering based on a virtual integrated experimentation platform	Renwang Li	Advanced Manufacturing Institute, China
21583	Needs and Present Condition of Online Scholarly Communication Service in China	Maosheng Lai	Peking University, China
21934	The Spatial-temporal Pattern of People's Daily Activities and Transportation Demand Analysis—A Case Study of Guangzhou, China	Zhou Suhong	School of Geography & Planning, Sun Yat-sen University, China
22063	Web Services System Optimization Based on Modular Classification and Multi-threading	Guo Li	Hunan University, China
22384	Design of Bipolar Odd-Even Method for Immediately Correction of Information Errors	Fang-Ming Yu	St. John's University, Taiwan, China
22395	Automatic Annotation for the Generation of Extraction Rules	Yufei Shi	Dalian Maritime University, China
22470	High Adaptive Multiple-Encryption of Hidden Information Technology	Tsai-Cheng Li	St. John's University, Taiwan, China
22474	Factors Influencing the Students' Decision-making to Study Abroad in Selecting Host Universities: A State Sponsored Program	Yang Yan	Beihang University (BUAA), China
22499	BEST: an Assembler Structural Representation Tool Based on Flow Analysis	Wei Wang	Peking University, China

Oral Session 3: Engineering, Project and Quality Management

South Lake Room III, 5th floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20043	Project Manager's Leadership Style Linked with Schedule and Cost Performance	Li-Ren Yang	Tamkang University, Taiwan, China
20500	Building Life Cycle Economic Impacts	Jana Korytárová	Brno University of Technology, Czech Republic
20524	Construction and Analysis of Promotion Strategies and Appraisal Model on Enterprise Quality Competitiveness	Li Kaipeng	Shandong University of Finance, China
20655	Analysis on Dynamic Efficiency of Engineering Design Consulting	Jinfa Li	Zhengzhou University, China
20754	The Lifecycle Comprehensive Risk Evaluation for Real Estate Projects—Principle	Chang-hong Jin	Anhui University of Architecture, China
20934	Dynamic Simulation of Construction System of Rural Eco-residential Areas Based on Couplings	Ming Li	Huazhong University of Science and Technology, China
21509	Research on Duration-cost-quality Model under Uncertainty in Construction Project Management	Jian-wen Huang	China Three Gorges University, China
21545	Application of AHP and Fuzzy comprehensive evaluation method in the assessment of leaguer's core competence in Dynamic alliance in project construction	Chunxiao Zhao	China University of Mining and Technology, China
22042	Heterogeneity Analysis Application in Development Project Social Assessment	Chen Shaojun	Hohai University, China
22306	Study on Management of Construction Joint Venture	Li Ming	Jiangxi University of Finance and Economics, China
22340	Maintenance Decision-Making of Existing Buildings Based on System Optimization	Xiaoming Wang	Huazhong University of Science and Technology, China

ID	Paper Title	Author	Affiliation
22557	Investment Evaluation of Intelligent Residential Communities Using Value Engineering in China	Zhiye Huang	Central University of Finance and Economics, China
22745	The study of vector angle cosine model used for project bids evaluation	Bingsheng Liu	Business School of Hohai University, China
22765	Classification of rock mass in west route of South-to-North Water Transfer Project based on penetrating rate of TBM	Lu Jin	Hohai University, China

Oral Session 4: Enterprise and Human Resource Management

West Lake Room, 5th floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20209	Quantum Leap for Greater Commercialisation	Dennis Thoroughgood	RMIT University, Australia
20258	The research on the constituent system of growth competence of Independent intellectual property famous brand —Based on Brand Competitiveness Theory	Huang Yongchun	Intellectual Property institution of Hohai University, China
20590	Strategic Human Resource Development through Mentoring	Li-Yu Chen	National Taiwan Normal University, Taiwan, China
20594	Perceived Organizational Politics and Organizational Commitment: Exploring the Moderating Effect of Job Insecurity	Sanman Hu	College of Business Administration, Huaqiao University, China
20899	The Effects of Machiavellianism on Employee's Political Behavior and Career Development: the Moderating Role of Emotional Labor	Xiao-yu Liu	University of International Business and Economics, China
21039	A Study on Virtual Equity Incentive of Ordinary Staffs	Xiaoning Wang	China Three Gorges University, China
21054	A Research on the Strategic Performance Management Systems from the Perspective of Core Competencies	Ran Jingliang	Sichuan University of Science and Engineering, China
21146	Empirical studies on U-I collaborative innovation mechanism in ZJ province china: based on the dominant design view	Pingping Xu	Zhejiang University City College, China
22326	Comparative Advantage Opportunity between home country and host countries: New perspective on International Entrepreneurial Process	Weiming Li	Southwestern University of Finance and Economics, China
22330	The Individual-Organization Fit between Organizational Culture and Individual Values as predictor of Job Satisfaction and Organizational Commitment in a Italian Municipality	Francesco Ceresia	University of Palermo, Italy
22488	The Relationship between Perceived Organizational Support and Performance:The mediating role of job satisfaction	Ren-Tao Miao	University of Science & Technology, China
22506	Empirical Research on Staff Justice Influenced by Pay Diversity in Organizations	Xiaoyan Li	Huazhong University of Science and Technology, China
22622	The Comparison of HR Practice and Job Satisfaction:A Case Study of a Domestic and a Foreign Company in China	Zhengdan Liu	Northeastern University, China

Oral Session 5: Finance Management

VIP Room, 5th floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20083	China's Labor Market Distortion and Excess Liquidity	Wanghui Liu	Hubei University of Economics, China

ID	Paper Title	Author	Affiliation
20563	Research on Financing Strategy and Financial Support Pattern for Small and Medium Size Enterprise Innovation	Wei Cao	Zhongnan University of Economics and Law, China
20619	Choice of Joint Venture versus Wholly-owned Overseas Subsidiary: The Role of External Environment and Firm Capabilities	Mingqian Liu	Huaqiao University, China
20822	China's Real Estate Price Inflation and the Expansion of Bank Credit	Lijun Zhang	Harbin Financial College, China
20973	Asymmetric Information, Noise Traders and Chinese IPO Initial Returns	Long Wu	Henan University, China
21762	Noise Dressing of ECM and Investment Portfolio Selection Based On RMT in China Financial Market	Lichun Tang	South China University of Technology, China
22383	How Financing Match Entrepreneurial Growth Cycle? Evidence from Chinese Technological SMEs	Weiming Li	Southwestern University of Finance and Economics
22427	Research on IPO Underpricing, Trading Volume and Investor Interest	Yucan Liu	Nanjing University of Science and Technology, China
22442	Efficiency and Equity under Public Investment Policy	Lei Tian	Beijing University of Posts and Telecommunications, China
22552	Effect of BOT financing model on port construction in China	Hao Chen	Changsha University of Science and Technology, China
22722	Variance Reduction Techniques For Basket Option	Haijun Yang	Beihang University, China

Oral Session 6: Service Management (1)

Cang Yu Room, 3rd floor, Ramada Plaza Optics Valley Hotel

14:00-18:00, Wednesday, August 25

ID	Paper Title	Author	Affiliation
20072	Research on Logistics Business Outsourcing and Logistics Service Innovation	Daozhi Zhao	Tianjin University, China
20086	Study on Community Participation of Rural Tourism Based on Property Rights Theory	Tao Liu	Shandong Institute of Business and Technology, China
20129	Quality, Satisfaction and Loyalty: a Comparison of SERVQUAL and SERVPERF for Educational Service in China	Qifeng Gong	Shanghai Kelze Management School, China
20196	Perceived Performance Measurement of Outward Bound Tourists: An Empirical Study of SERVQUAL Model	Luo Fen	Central South University of Forestry & Technology, China
20481	The Linkage Mechanisms between Gas Price and the Taxi Fare in China	Qiang Huang	Huazhong University of Science and Technology, China
20834	A Test of Granger Causality between Internal and External Imbalances, The Case of China, Japan and United States	Deliang Pang	Center of Northeast Asia Studies, Jilin University, China
20876	Exploration into New Model of Public Cultural Service of the Government	Yuanzhi Chen	Hangzhou Academy of Scientific Professional Technology, China
21078	Tourism Information Value Structure: a Case Study From Changsha	Zhaoming Deng	Hunan Normal University, China
21137	The Potential of Service Economics in China—On the Perspective of Efficiency	Jinduo Wu	Wuhan University, China
21718	Does Chinese Distribution Industry Have Development Pattern? -Empirical Analysis based on the Province Data	Yang Bo	Zhengzhou Institute of Aeronautical Industry Management, China
21763	The Economic and Non-Economic Benefits of the World Game 2009 in Taiwan	Ching Yi Chen	National Taiwan College of Physical Education, Taiwan, China
21807	The Gross Product of the World Game 2009 in Taiwan	Ching Tang Wang	National Taiwan College of Physical Education, Taiwan, China

ID	Paper Title	Author	Affiliation
22031	Trend Analysis of Internal Structure of Service Industry in China	Jian Lingxiang	Dalian Maritime University, China
22214	The Model of Production Run Time for Products Sold with FMR Warranty in the Imperfect Production System	Jian Yu	Hangzhou Dianzi University, China
22361	A Customized Training Model Evaluation System of Higher Vocational Education	Yuan-Yuan Jiao	Business School of Nankai University, China

Oral Session 7: Knowledge Management

South Lake Room I, 5th floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20084	Material Requirements Development Based on War Design Engineering	Guopu Ma	National Univ. of Defense Technology, China
20344	Study on knowledge integration of complex product development team	Juan Ru Wang	Northwestern Polytechnical University, China
20537	Study on the Impact of Firm Size on Patterns of Knowledge Acquisition	Jin-ying Liu	Henan University, China
20819	Research on the Enterprise Knowledge Innovation in Dynamic and Complex Environmentment	Lijun Zhang	Harbin Financial College, China
20990	A mathematically generated criteria weight approach for multi-criterion decision	Renyan Jiang	Changsha University of Science and Technology, China
21492	The Investigation Analysis on Knowledge-sharing Barriers and Incentives of University Scientific Research and Innovation Teams	Lili Wang	Dalian University of Technology, China
21584	Simply Reserch on the Knowledge Management Strategies in Product Development Cycle	Xiao Zelei	Wuhan Polytechnic University, China
21621	Visualization of New Institutional Economics:Subject Coverage and Core Theories	Chunting Lu	Dalian University of Technology, China
21731	Leadership's function in the knowledge management of rural regional development	Feng Liu	Southwest Jiaotong University, China
21811	Study on Evaluation Mechanism of Famous Brand Product - Taking Shandong Province's Evaluation for Example	De-cheng Wen	Shandong University, China
22111	Study of Metrics System for Information Fusion Evaluation Methodology Based on Rough Set Theory in Intelligent Decision-making	Yunxiang Liu	Shanghai Institute of Technology, China
22520	Research and simulation of vehicle speed model based on MLR	Wang Shu-da	Harbin University of Commerce, China
22740	Research on Business Platform Software Product Development Process Based on Knowledge Integration	Ying Cao	Dalian University of Technology, China

Oral Session 8: E-Commerce and E-Government

South Lake Room II, 5th floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20878	An Empirical Research on E-commerce Customer Website Loyalty	Dahai Dong	Dalian University of Technology, China
20908	Research on Post-adoption Behavior of B2B E-marketplace in China	Chunjuan Zhai	Capital University of Economics and Business, China

ID	Paper Title	Author	Affiliation
20985	How Multilingual Digital Information is Used: A Study in Chinese Academic Libraries	Dan Wu	Wuhan University, China
21454	Effectiveness of sponsorships in Niche Communities Online: a preliminary study	Daniela Andreini	University of Bergamo, Italy
21486	Customer's Adoption Decision Analysis of Mobile Banking Service	Ying Li	East China University of Science and Technology, China
21526	Optimal Holding Time in Telemarketing	Dan Bu	Beijing Normal University, China
21627	The Teaching Excellence Mechanism and Effect of Vocational and Technological Education Teachers to Adjust Teaching Excellence Award Plan	Chun-Mei Chou	National Yunlin University of Science & Technology, Taiwan, China
21680	The Issue of Internet Virtual Currency Should Be Uniformly Issued by the Monetary Authorities--the Topic Raised and Finished by Levying tax on Internet Virtual transaction	Jun Cui	Renmin University of China, China
21764	Digital Commerce Assessment in West Africa: an ECOWAS countries data analysis	Alexis Abodohou	Wuhan University of Technology, China
21818	Longitudinal Study of Chinese Online Shopping Diffusion Process Based on Actor Net-work Theory	Rishuang Wang	Dalian University of Technology, China
22458	C2C E-business Seller Credit Evaluation Model Based on Dynamic Weighting	Haitao Su	Nanchang University, China
22489	The diffusion and context of e-commerce and e-procurementSome corporate findings	Björn Rosengren	Stockholm University, Sweden
22521	Achieving Market Responsiveness: The Enabling Role of IT and E-Commerce Adoption in SMEs	Yi Wang	Shantou University, China

Oral Session 9: Risk Management

South Lake Room III, 5th floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20211	Study on contract conditions of Natural Disasters based on FIDIC criterion	Zhanglin Guo	North China Institute of Science and Technology, China
20220	Fraud detection: From basic techniques to a multi-agent approach	Alessandro Buoni	Turku Center for Computer Science, Finland
20367	Research on the Evaluation of the Administrative Capacity of City Public Crisis	Shengli Dai	Huazhong Normal University, China
20394	Partners' Risk Level Considered CDDM Model for Risk Management of Virtual Enterprise	Lu Fuqiang	Tianjin Polytechnic University, China
20672	The Coalmine Manager's Safety Work Behavior in Optimal Incentive Model	Qingren Cao	China University of Mining and Technology, China
20677	Research on Cultural Risk Model of Resource-based Enterprises Internationalization	Gao Li	China University of Geosciences, China
20890	The Application of SHEL Model on Ship Safety Management	Xiangming Zeng	Shanghai Maritime University, China
20995	Analysis on Concept ,Identification and Key Management Elements of Bank Reputation	Peng Li	Zhengzhou Institute of Aeronautical Industry Management, China
21167	An Exploration of Risk Factors Selecting for Hospital Information Security through NGT Method	Chichang Chang	Chungshan Medical University Hospital, Taiwan, China
21242	Study on Cost Control Approaches in Medical Insurance Market——Analysis on the Basis of a Principal-agent Relationship of Three Participants	Baihui Liu	Shanghai University of Finance and Economics, China

ID	Paper Title	Author	Affiliation
21650	Evaluation of Brownfield Redevelopment on the Former Huishan Pesticide Factory in Wuxi City	Hua Sun	Nanjing Agricultural University, China
21913	A multi-stage stochastic electricity portfolio model with forwards contracts	Rosella Giacometti	University of Bergamo, Italy
22349	Risk Factor Analysis of Safety and Security of Large-scale Sport Events: Decision Making Trial and Evaluation Laboratory Approach	Yang Yaqin	Beihang University, China
22352	Emergency Risk Evaluation on City Bidding for Large-scale Sports Event	Wang Li	Beijing Sport University, China

Oral Session 10: Environment Management

West Lake Room, 5th floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20009	Virtual Power Plant: New Solution for Managing Distributed Generations in Decentralized Power Systems	Mohamad Amin Salmani	K.N.Toosui University of Technology, Iran
20315	Study on the Environmental Technology application Strategy of the Housing Industry	Wei Chen	Wuhan University of Technology, China
20343	Effect of preparation conditions on catalytic hydrolysis of COS	Hongyan Wang	Kunming University of Science & Technology, China
20496	Chinese Consumer's Decision-making in Purchasing Green Cars	Ying Wang	East China University of Science & Technology, China
20649	Analysis on the Evolution Process of Typical International Cooperation System and the Inspiration to Energy Cooperation in Northeast Asia	Hao Wang	Jilin University, China
20859	Research on Environmental Pollution Cost in Highway Construction	Li Shen	Shandong Jiaotong University, China
21161	Research on the Development Strategy of China's Renewable Resource Industry Based on SWOT Analysis	Guang-fu Liu	Tongji University, China
21194	Catalytic Wet Air Oxidation of PH ₃ over CuO-CeO ₂ Catalysts	Honghong Yi	Kunming University of Science and Technology, China
21551	Problems and Control of Drinking Groundwater Quality in the ChangBai Mountainous Region of China	Fuquan Ni	Sichuan Agricultural University, China
21725	Comparative study on low temperature selective catalytic oxidation of ammonia over transition metals supported on TiO ₂	Kaijiao Duan	KunMing University of Science and Technology, China
21824	Research on the Building of Jiangsu Energy meteorological Service System Engineering	Yaxun Yu	Meteorological Bureau of Jiangsu Province, China
21826	Spatial Distribution and Variation of Heavy Metals and Metalloid in Zhuji LiPu Copper Mining Area	Hua Sun	Nanjing Agricultural University, China
22043	Strategy for Investment Project Induced Resettlement in Ecologically Vulnerable Areas	Chen Shaojun	Hohai University, China
22341	Efficiency Evaluation of Energy-saving and Emission Reduction of Straw Bale Building	Hong Hua	Huazhong University of Science and Technology, China
22619	Delayed Response and Quantified Lake Health Indexes	Tao You	Changsha University of Science and Technology, China

Oral Session 11: Supply Chain Management

VIP Room, 5th floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20162	Pricing Strategy of Reverse Supply Chain Based on multi- Periods recycling	Haixia Zhou	Tianjin University of Technology and Education, China
20433	Study on Inventory Control Model of Closed Loop Supply Chain for Product Growth Period	Yisheng Wu	Nanjing Institute of Technology, China
20823	Study on the Evaluation of Support Capability of Urgent Logistics Based on AHP	Lijun Zhang	Harbin Financial College, China
21069	Intelligent Products for Monitoring and Control of Road-Based Logistics	Gerben Meyer	University of Groningen, Netherlands
21074	Study of Facility Location and Allocation Problem Based on Fuzzy Graph Theory	Wang Jinmei	Fuzhou University, China
21329	Joint Decision of Pricing and Package Coupon Value	Zheng Jun	University of Electronic Science and Technology of China, China
21733	Optimal Capacity Expansion Policy with Given Reservation Contracts	Jianbin Li	Huazhong University of Science and Technology, China
21804	Research of Supplier Selection Based on Multi-objective Programming	Jie Lv	University of Jinan, China
21993	Research on Operation Model for Inventory Control of Reverse Logistics	Shen Xin	Harbin University of Commerce, China
22171	The impact of factory managed inventory(FMI) on global supply chains	Fumio Tateishi	OMRON Corporation, Japan
22431	Maintenance Supply Chain Optimisation Within An IT-PLATFORM	Arno Schmitz-Urban	FIR at the RWTH Aachen, Germany
22447	A study of stackelberg inventory model with vendor-buyer interaction on lead time	Huaming Song	Nanjing University of Science and Technology, China
22588	Status and Characteristics of China's Foreign Trade From the Perspective of Global Supply Chain	Peizhi Wang	Shandong University of Finance, China
22735	A Path Analysis of IOS Appropriation's Impact on SC Collaboration and Collaborative Advantage	Qingyu Zhang	Arkansas State University, United States

Oral Session 12: Service Management (2)

Cang Yu Room, 3rd floor, Ramada Plaza Optics Valley Hotel

8:30-12:00, Thursday, August 26

ID	Paper Title	Author	Affiliation
20407	New Advanced Technology to Improve Urban Environment	Nan Xu	Jilin University, China
20680	An Analysis of Game Attendance in the Chinese Professional Baseball League	Chen-Yueh Chen	National Chung Cheng University, Taiwan, China
20744	The Relationship between Factors of Golf Facilities and Satisfaction of Inbound Golfers: An Empirical Study on Mainland China	Ke-xiang Wu	Tongji University, China
20812	Postponement method in service process re-engineering: a catering case	Daijian Tang	Zhejiang Gongshang University, China
20963	The Research on Personal Internet Banking Service Quality and Customer Loyalty Based on Complaints Handling	Xiangnan Lu	Zhejiang University, China
21706	Creating Emotional Reward for Customers: The Role of Employee Performance	Xiujuan Zhang	Sun Yat-sen University, China
21716	An Empirical Study on Industrial Organization of Chinese Software Service Outsourcing Based on SCP Paradigm	Jiawen Shen	University of Science and Technology Beijing, China
22186	The Effects of Internal Marketing on Service Branding	Chen Ye	International Business Institute of Nankai University, China

ID	Paper Title	Author	Affiliation
22233	Efficient Cost Optimization for Workflow Scheduling on Grids	Yonglei Yao	Nanjing University of Information Science & Technology, China
22252	Integrating Kano Model into Customer-Oriented Reputation Model in Higher Education	Ching-Chow Yang	Chung Yuan Christian University, Taiwan, China
22273	Study on Customer Loyalty and Influential Factors in Mobile Telecommunications	Qining Lin	Beijing University of Posts and Telecommunications, China
22388	Monotonicity Of Quantum Relative Entropy	Xianhua Dai	Wuhan Insitute of Technology, China
22485	Research on the Functioning Mechanism of Knowledge Intensive Business Service	Tong Li	Tianjin University of Technology, China
22503	Cognitive Factors in Adoption of Instant Messaging: A Survey	Ling Ma	East China University of Science and Technology, China
22536	Research on STOF-Model-Based Innovation of E-Waste Recycling Service System	Kejing Zhang	DongHua University, China

Part IV Poster Sessions

Poster 1: E-Commerce, New Technologies and Others

East Lake Hall I, 5th floor, Ramada Plaza Optics Valley Hotel

14:00–15:20, Thursday, August 26

ID	Paper Title	Author
20004	Countermeasures to Control Agricultural Non-Point Source Pollution in Headwaters of Taihu Lake Basen	Jianfeng Zhang
20146	Red-Black Tree Used for Arranging Virtual Memory Area of Linux	Haiyang Zhang
20218	Construction of high-availability Teaching Website	Ma Handa
20233	The Study on Evaluation and Selection of Coal Client for Port Based on Rough Sets Theory	Wenyuan Liu
20242	Improving Tax Collection and Management System for Network Transactions	JuYun Yu
20251	An Empirical Investigation to Examine User Acceptance of Mobile Hotel Reservation	Hsiu-Yuan Wang
20282	The Influence of Information Presentation and Online Trust in the C2C Web Store Context	Liao Yichen
20303	Consumer demand oriented study on mobile phones'form perception design method	Fu Guo
20313	Macroscopic Forecasting on Chinese Civil Aviation Transportation Market	Zhang Feng_Lin
20323	Empirical Research on the Influencing Factors of Online Customer Trust	Hu Bao-ling
20349	The Design and Implement of Marine Remote Sensing Multidimensional Dynamic Visualization System Based on COM	Zhe Li
20424	Partial-OBB Collision Detection based on Fisher discrimination	Jing Zhao
20432	Design of Advanced Remote Sensing Data Processing Grid Service	Jianwei Wu
20461	Research on Ports Cooperation in China Tianjin and Hebei Area Based on Factor Analysis	Ying Sun
20469	An Empirical Study on the Crisis Management about Food Enterprises Based on Corporate Social Responsibility	Qijun Jiang
20472	Probabilistic Methods For Airspace Sector Congestion Prediction	Chao Wang
20491	Research and Improvement Based On Chord Protocol	Xiaojun Ma
20492	Three dimension model of China defense industrial organization	Guang Xu
20530	Based on grid anti-spam system research	Liu Jiang
20543	M-GBCP:Model of Providing Public Service Based on Mobile Communications Technology	Yufeng Mo
20556	The application of unascertained measurement model in customer satisfaction of Electronic Business	Guo-miao Bu
20581	Study on the Evaluation of Enterprise Self-technological Innovation Capability	Mao Qinghua
20635	Application of BHO-based PDF Documents Copyright Protection	Zhou Guo-xiang
20644	A K-GA for Routing Optimizing Problem with Fuzzy Duration Time in 4PL	Yan Cui
20662	A Modeling Framework for Virtual Exhibition	Hong Ling
20678	A Control Table-based Universal Solution of Urban Geological Data Management	Haoxian Zhang
20689	Management Optimization of Tangible Goods for E-Commerce Logistics Process in Internet of Things Era	Hao Zhongchao
20692	The Design of Remote Update System Based on GPRS Technology	Ming Yang
20697	The Bibliometrics-based Analysis on TAM with English Literature	Chuanlei Wang
20747	Research on Web-based Test Item Bank System	Deng Mengde
20760	A Web-based Joint-distribution Platform to Reduce LTL Shipping of Urban Logistics	Zhigang Chen
20769	Spatio-temporal Analysis in Land Use Change and Its Application in Lijiang Region	Zhe Li
20779	An Algorithm for SWS Matching Based on Subsumption Relation Defined in Domain Ontology	Zhao Yun
20781	Study On the Improved RBAC Model in E-Government	Peng Zhang
20804	Based on Tree Structure Group Key Management for Ad Hoc Networks	Shan-shan Tu
20836	An Approach to LCC Simplification in Design Alternatives Evaluation of Navy Vessel during Early Stages	Yu Peng
20909	Study on Influence Factors Model of Technology Acceptance in Digital Library Based on User Cognition and TAM	Yingnan Xu

ID	Paper Title	Author
20911	Knowledge transfer between users and technicians in phase of IS usage: promote users to internalize knowledge embedded in IS	Duanwu Yan
20913	Implementing Constructivism Experimental Web-Based Learning Model on <<Business Negotiation>> Class	Dong Wei
20915	Establishing Teaching Model of College financial majors' "Multimedia plus Internet" Interactive Online Course	Na Wei
20926	Towards Web-based Information Retrieval in Grid Environment	Qing Chen
20945	The Design and Implementation of Electric Power Data Integration System Based On the Extraction-Transformation-Loading Technology	Jian-hua Luo
20972	Performance evaluation on emergency management of the conflict groups social events of enterprises	Chunmei Cheng
20977	Analysis on the Opportunities Brought by E-commerce for International Tax Planning	Rong Liu
20987	Design and Implementation on Authentication servers in DRM System	Hongjiang Wang
20991	Mechanical Characteristics of Anchorage Interface Based on Fractal Theory	Yubao Zhan
21002	Research on BSC-based Quality Evaluation of Enterprise Business Websites	Feng Ying
21010	Study on experts scheduling strategy of collective consultation in Long-distance Medical System	Liu-bai Li
21013	Dynamic clustering analysis of expert instances with XML structural based on the particle swarm algorithm	Jun Zeng
21041	A New Approach of Image Similarity Calculation	Chin-Jung Huang
21046	Consumer Attitude towards Computer Mediated Communication-A Cross-Cultural Study	Jianyao Li
21048	Empirical Study on Government Website Utilization	Haitao Li
21057	Research of Semantic Information Retrieval Based on Grid	Dan Zeng
21067	Research on Technical Risk Management of SMS Mobile Bank	Ji Zhang
21094	The Effects of Consumer's Psychological Characteristics on Domain-Specific Deal-Proneness	Nan Ye
21111	On Digital Archives Management and Service System Based on Web 2.0	Jiejing Cheng
21166	Formal Description of Workflow Patterns Based on Pi-calculus	Yue Jiang
21200	Visualization Analysis of Dynamic Evolution in The Field of National Innovation Studies	Fengchao Liu
21205	Study on the Effect of On-line Word of Mouth on Tourists' Decision-making	Xu Zheng-lin
21208	A New Set of Social Benefit Evaluation Parameters for Underground Road Project	Weiping Wang
21246	Personal Credit Evaluation Model for C2C E-commerce Website—Taking Taobao Website as an example	Qingxian Guo
21258	the Fire Development Analysis of China at the Post Commercial Crisis	Shu Yang
21270	Development and Application of GIS-based Mine Management Information System	Sigen Ma
21302	Forecasting the Price of Online Auction Items based on a Hybrid Approach of ANN and GRA	Wei Liu
21325	Empirical Study on Gender Differences in Merchandise Picture Information Influencing Online Shopping Impulse	Ren Lingyu
21332	Crisis Communication Issue Discussion with the Prospect of Online Public Opinion	Liyong Zong
21367	Analysis on Value Chain Model of the Media Business Based on Digital Asset Management	Peiyi Song
21387	An Improved Algorithm for Image Mosaic Based on Speeded-up Robust Features	Xuanmin Lu
21388	Political Functions of E-Democracy	Sun Dizhong
21390	Research on Regional Innovation Capacity of Equipment Manufacturing Industry	Xilin Hou
21401	E-mail System based on Dynamic Password and Fingerprint Recognition	Liu Cuilin
21408	A Ciphertext Retrieval Model for Encrypted XML Database With Bucket Management Algorithm	Xuanmin Lu
21430	A New P2P Traffic Identification Model Based on Node Status	Xuanmin Lu
21437	Implementation of EAP Service Management System on Intranet	Rong Li
21462	Study of Establishment and Method of Seller Credit Evaluation Index System for C2C E-commerce	Tianhui You
21468	Digital Library System Integration Model Construction Based on Semantic Web Service	Junping Qiu
21500	Seats Allotment OPTimization For Cnina Railway Operation Mmanagement	Chunyan Li
21524	Computation of Intent Reduction Based on Incremental Construction of Concept Lattices	Ge Bin
21528	How adoption is G2B model E-Government? Evidence from Xi'an	Xinyu Dong

ID	Paper Title	Author
21575	Six-stage Hospital Beds Arrangement Management System	Guan-Dao Yang
21581	"Co-production and Co-marketing" Management System for Rural Residential Energy-saving Industry	Guohui Fan
21582	Traffic control site selection for freeway management in mountainous areas under foggy conditions	Jianping Gao
21587	On Multi-media Technology in College Teaching	Hui An
21590	Attribute-Based Access Control Model for Web Services in Multi-Domain Environment	Lanjing Wang
21607	Design of Meteorological Information Display System Based on Data Warehouse	Nan Ma
21622	Secondary development On Android Intelligence Mobile Phone Platform	Jia Yu
21631	Research on Enterprise Crisis Public Relations Strategies under Web2.0 Environment	Sidong Gao
21651	The Community of Practice's Strategy For Chinese government	Chen Yuehua
21655	User Study: Introduce Manual Behavior into Video Classification	Fen Chen
21657	Detecting Cartoons: Automatic Video Genre Classification	Fen Chen
21684	The Study of Geographic Information Service by Emergency-oriented	XiaoDong Liu
21702	Integrative GIS of Public Service Information Platform for Low Carbon City	Junling Xu
21737	The Analysis of Job-hopping by Evolutionary Game Theory	Pei-ai Zhang
21746	The impact of financial crisis on Chinese SMEs--Based on dynamic cluster analysis of the growth indexes of SMEs in China market	Dechun Huang
21749	Study on Service Characteristics and Competition of Community Bus	Ying Hui
21754	Analyses on Development Directions and Digitizing Tendency of Management Science	Jie Sun
21766	Applying the Fuzzy C-means Clustering Algorithm to Campus Network Security Assessment Based on the Characteristics of Weighted Complex Networks	Shou Zhi-qin
21814	Development and Research of Virtual Design Platform of Steel Wheel Series Products	Li Bing
21835	Traffic Flow Simulation of Container Terminal Yard	Tianbao Qin
21840	Integration Environment of Test Bed for C2 Organization	Jun Qiang
21848	Dynamic Evaluation Model for the Prototype Information System Development Process	Mei Luo
21869	Evaluation about the Old Asphalt Pavement Performance of Chang-Tai Freeway	Renjie Qin
21870	A Servo System of Tracking Automatically for Solar Cell Based on Fuzzy Controller	Weiping Luo
21885	Improving E-government Performance through Innovation	Jin Li
21891	The Analysis and Design of a Reusable Web Indicator Evaluation System	Jianhong Jiang
21927	Internet Marketing and Innovative Strategies: A Study of China's Travel Agencies	Cong-xi Cheng
21937	The research and construction of rural information platform based on CMMB	Ji-chun Zhao
21963	Cost Prediction and Visualization Control System for Enterprises	Lizhi Kong
21965	The hybrid differential evolution algorithm for optimal power flow based on simulated annealing and tabu search	Li Chunjie
21974	Statistical analysis of some urban subway networks	Yimin Ding
21976	Penrose's Enterprise Growth Theory on China's Enterprise Development	Zhijian Huang
22012	The difficulties and Path Selection of China's E-government performance evaluation	Hongkai Liu
22039	On the Constructing of Emergency Logistics System of Wuhan City Cluster	Jing Xia
22049	A new recommender model of collaborative filtering based on user	Liang-hao Ji
22069	Quality Analysis of SME Websites Based on Third-party Platform	Dong DeMin
22077	A Study on E-Government Development and Governance Mode Innovation	Ying Wang
22087	The Problem and Sustainable Development Measures on the Manuscripts Source of the University Journals	Li Haohui
22109	Research on the Optimal Strategies between Information Gatekeepers and Price-competing Firms	Xudong Lin
22117	The Application Research of Visualization-ACA Technology in the Study of Scientific Structure	Ying He
22155	Earthquake Emergency Management System in Middle-sized City of China	Zhouyi Chen
22198	Dynamically updating the knowledge regular library for BBS public opinion analysis system with Apriori algorithm	Zhuoling Li

ID	Paper Title	Author
22204	Research on Internet-based E-Government on Construction Industry	Zhang Hui
22205	R&D of Comprehensive Evaluation System of Ecological Environment in Tarim River Basin	Anming Bao
22206	Establishment of Cultivated Land Quality Evaluation Information System Based on GIS	Wang Ling
22241	Mining Perfectly Sporadic Rules with Two Thresholds	Thuy Cu Thu
22247	Design and Implementation of the Internet Real-Name Authentication System based on Public Key Infrastructure	Weixiong Hu
22279	An Empirical Research on Telecommunication Traffic Forecasting Based on Chaos Theory	Feng Li
22280	The Capacity Balance Research on ERP System Based on "Out-Cooperating Model"	Liu Yong
22289	Web Information System Construction Technology based on user experience	Ma Handa
22310	Integration Stages & Patterns of Port Service Supply Chains	Jie Gao
22343	Design and Implementation of Opening Geographic Data Model	Wei Yongjun
22344	The Practice and Management on the Construction of Typhoon Emergency Shelter in Coastal Rural Areas	Anping Pan
22369	Profit Maximization Model of Telecom Operators Based on Full Load Theory	Na Yang
22385	Influence Factors Research of Traffic Flow Caused by Constructing New Container Logistics Park in Port	Shouwen Ji
22387	Computer Software Vocational Education for Undergraduate Major in Upholstery Design	Qiwen Xu
22398	The Analysis on the Problems of Third-party Payment	Yan Wu
22408	Research on the Logistics Distribution System	Hong Xiao
22410	Research on the Logistics Service Management	Hong Xiao
22411	A Web-Based Examination and Evaluation System for Computer Programming	Ge Yu
22435	Efficient Auction for Risk Averse Buyers	Xianhua Dai
22439	Safety Assessment for Offshore Platforms Information System Based on ArcGIS	Junfeng Xin
22440	Database System for Performance Evaluation of Training Talents by Government S&T Programs	Mingyue Fan
22449	Personalized Intelligent Hotel Recommendation System For Online Reservation--a perspective of product and user characteristics	Yu-ning Xiong
22452	Study on the Moral Hazard of Developing Tourism Resources in China	Guo Chunfan
22469	Research and analysis on operation mode of a personal brand of Chinese sports star	Xiao hua Hu
22477	Major Problems in China's Road Traffic Safety Management and Countermeasures for Them	Zhihua Ding
22490	Effect of Electronic Commerce on Taxation and Countermeasure	Zhong Danhao
22493	Ethical Restraint Mechanism of E-Commerce	Zhang He
22494	Application of Visualized Managements at Labor-intensive Enterprises in China	Changqing Peng
22501	Research on Event Analysis Approach for the Identification of Aircraft Large Vertical Load	Yu Zhao
22533	Issues and Strategies of the Network Political Communication: On the Social-oriented Construction of E-Government	Gao Meng
22535	Discussion of Promoting the Healthy Development of Citizens' Political Participation via Internet	Li Bai-qi
22538	The Application of AHP and Fuzzy Comprehensive Evaluation for Appraising the Dry Port's Development Potential Level	Ying Wang
22550	Research on Trust in C2C E-marketplace	Hanyang Luo
22551	An Analysis on Corporations Exerting Network Marketing Strategies	Wei-zhong Zhou
22563	Discussion on Informationized Teaching Mode of Design of Mechanisms and Machines Courses	H. X. Yang
22579	Service-Based Virtual Enterprise Information System Integrated Model	Cong Qiushi
22591	An Operational Mode of Virtual Enterprise Based on Self-organization	Fei Lv
22600	Research of International Webometrics in Frontier Domains in Visualized Information	Rongying Zhao
22610	E-government and Governance In China	Yueqian Xu
22617	Empirical Research on Chinese Industrial Diversity and Economic Performance*	Fen Yang
22618	Study on Effect of eWOM: a Literature Review and Suggestions for Futurre Research	Xiufang Cheng
22634	Empirical Study on Credibility of Electronic Word of Mouth	Xiufang Cheng
22639	A Model of Monopoly E-Marketplaces with Inter- and Intra-Group Externalities in Two-Sided Markets	Lixiang Li

ID	Paper Title	Author
22644	The Ideas and Countermeasures on the Promotion of Traditional Industrial Structure by Informationization	Yu Gui
22718	Popular Science Research Literature Summary	Wei Zhang
22734	A Study Based on the Internal and External Factors of Chinese E-Commerce in the International Trade	Bin Yu
22766	Research of B2C e-commerce Return Strategies based on Return Price	Haoxiong Yang
22777	HBUTiGrid: A Knowledge Management Model of Digital Library Based on Semantic Grid	Jidong Zhang

Poster 2: Engineering Management, Project Management and Knowledge Management

East Lake Hall II, 5th floor , Ramada Plaza Optics Valley Hotel

14:00–15:20, Thursday, August 26

ID	Paper Title	Author
20079	Effect Evaluation of Germany's Einstein Year and Applicable Thoughts and Measures of Effect Evaluation of the Significant Public Science Popularization Activities in China	Yanjun Liu
20125	Research on the KM competence of a Small and Medium Multinational Company in China	Hao Li
20161	The application of network planning programming to interbasin water transfer project	Chen Yong-xing
20167	The forecast of Coal Demand Based on RoughSet and BP neural network model	Cai Zhenyu
20184	Research on Poverty Reduction Performances in Rural China -- Based on an Empirical Analysis of Different Project Models	Chuanmin Shuai
20208	A System Towards Commercialisation	Dennis Thoroughgood
20213	Empirical Analysis on the Construction Industry in Shaanxi Province	Tan Xiao
20219	The Game Analysis in Navy's Ship Repair Quality Supervision And the Assurance of Ship Repair Quality	Huang Dong
20272	Quantitative analysis of factors affecting coal price	Zhihua Ding
20288	Research on Knowledge Management of State Key Lab in China	Jun Lü
20293	Entrepreneurial orientation and organizational performance:Exploring the role of internal resources and external environments	Lin Feng
20317	Exploration on the secret of supernormal tacit knowledge management system of Silicon Valley: An institutional perspective	Zhulan Fang
20336	The Application of Multi-level Fuzzy Comprehensive Evaluation Method in Technical and Economic Evaluation of Distribution Network	Jingmin Wang
20351	Network structure, Organization Dynamism and Organizational Learning: a simulation model	Liefia Liao
20363	The research and application on the control of construction project delay based on value-based network	Sumian Peng
20381	On The Risk Management For Construction Phase In Underground Engineering Of Urban Mass Transit	Zhou Jianliang
20410	Mineral Resources Development Strategy in China——Macro-management	Jin-ping Liu
20425	Web Design and Assessment for E-Commerce: A case study on the visual design of a commercial homepage	Wan-Li Wei
20451	The requirements for the indirect participants to further promote the General Contract	Li Yong-qing
20454	Index Optimization Based on Gaussian Mixture Model	Chao Chen
20467	Study on the Supply Mode Selection of Water Transfer Projects Based on Water Right Quality	Yinghui Jian
20474	Deformation Predication and Management of Large Bridge Based on Radial Basis Function Neural Network	Linya Tian
20475	The Role and Duty of Survey Center in Large Bridge Construction	Linya Tian
20476	Research on Construction of the Methodological System of Weapon and Equipment Requirement Demonstration	Guo Qisheng
20508	Empirical Study of the Effect of Knowledge Types on Knowledge Transfer from Parent Company to the Subsidiaries in Multinational Corporations	Qingxiao Wang
20521	Study on Spreading Effect of Inside Resources in the Parent-Subsidiary Enterprise's System	Jianhua Yang

ID	Paper Title	Author
20585	The design of the web-based system which is monitoring and managing of the coal mine safety equipment intelligently	Shu-Fang Zhao
20607	Tender Evaluation Method for Engineering Projects Based on Modified DEA and Fuzzy Theory	Yi Zhang
20613	The Research on Imbalance Degree of Regional Knowledge Capability	Zongci Wang
20656	The Analysis and Estimation on Risk Factors in Engineering Project Life-cycle	Zou Wenping
20664	Application of Wavelet threshold de-noising in Settlement Monitoring for subway.	Donghui Wu
20694	PRINCE2 Based Project Management Maturity Model	Jingwu Chen
20695	The impact of social learning on mass customization capability	Yinan Qi
20700	Research on Coal Mine Safety Prevention Management based on Catastrophe Theory	Hongyun Men
20707	The Quality Chain Management of dairy Enterprise under the Supply Chain environment	Cui Bin
20708	The Study of Learning Type Strategic Alliance Construction Based on Higher Education	Jiabin Wang
20711	Thinking about Enterprises Transformation Under Knowledge Economy	Hechun Wang
20729	knowledge Management in China's Tea Industry	Qingguang Li
20752	Algorithm study of the time parameters and the resource requirements of the network diagram based on the duration matrix	Hongxiang OuYang
20758	The Analysis of the Mathematical Model of Knowledge Field from the Perspective of Knowledge Management	Yanting Wang
20796	Framework for Evaluating the Service Quality of Project Preparation Consultants	Xue Yang
20821	Organizational Project Selection Based on Fuzzy Multi-index Evaluation and BP Neural Network	Sijun Bai
20829	Cultural Diffusion of Chinese Opera Based on Replicator Dynamics Model	Han Zhou
20858	A New Elimination Ant Colony Algorithm for Process Task Distribution	Yuan Lu
20875	Construction Quality Control System of Key Water-control Project	Wang Qin
20881	An Empirical Study on the Relationship between Network Competence and Firm Performance	Shuang Zhao
20902	CUSCORE Control Chart for IMA(1,1) Process	Li Zhang
20931	Dynamic Control for Resource Leveling in Project Network Planning	Lijin He
20939	Research on 'Black and White Construction Contracts' in the Chinese Construction Industry	Jie Sun
20940	Research on Incentive Modes for Engineering Project Organization	Jie Sun
20942	A study of knowledge management models in the project-oriented service company	Zhao Xueling
20954	The Integrated Use of Business Continuity Management Systems, Records Management Systems and Knowledge Management Systems	Xiaomi An
20976	A Research on the Effect Evaluation System of Knowledge Exchanging and Sharing in Enterprise	Junmo Cheng
21035	Construction of Ship Safety Management Performance Evaluation System	Chunzhou Yang
21197	Competitiveness Evaluation of Chinese Construction Industry: a Grey-TOPSIS Model	Liu Guiwen
21221	Social Media Support for Knowledge Management	yanlin zheng
21232	Pragmatic Methods for Controlling Quality of GPS RTK Survey in Road Engineering	Hongling He
21245	Research on Knowledge Management Applications in Innovation Networks	Tong-Ming Jiang
21262	Contributions and Constraints of Rural Household Biogas Construction Project in Northeast China	Zhimin Qi
21282	City Innovative Capability Prediction Based on Support Vector Machine: Taking Thirteen Chinese Cities as the Example	Jing Zhao
21284	Analyse The Financing Problems Of The Energy Performance Contracting In China And Research On The Solutions	Meijiang Chen
21288	Vegetation Biomass Estimation based on CBERS Data - A Case Study of the Submerged Area of Angu Reservoir	Hongzhi Wang
21292	A Research on Knowledge Management to Promote Enterprise Original Innovation	Bai Zhou Li
21294	Analysis on the influencing factors of the effectiveness on the whole process of the patent technology industrialization	Yang Min-li
21321	Model of Cattle Feeding based on Crop Residues with the Core of Specialized Households	Yufeng Sun
21326	Management countermeasures of Crop Residues Utilization in China	Yufeng Sun
21331	Effective Methods to Improve General Layout Management in Industrial Enterprises	Rui LI
21333	Analysis on two principal axes shear strength of columns with different stirrup quantity	Zaigen Mu

ID	Paper Title	Author
21337	Analysis on the performance of compound foundation isolation system	Zaigen Mu
21338	Process-oriented Knowledge Management: a Review on Strategy, Content, Systems and Processes	Yin Gai
21346	Value Chain Analysis of the Digital Content Industry	Duan Yaoqing
21355	Fuzzy and Neural Network Method in Quality Identification of Building Structures	Wei-Qiu Zhong
21364	UI-KMS:A New Knowledge Mangement System Framework	Qinghua Zhang
21365	Studying the Modern Logistics Enterprise Knowledge Management Capabilities and Enterprise Performance Fit Mechanism	Haibin Cong
21368	Knowledge Management in Computer-supported Learning	Luyi Li
21391	Research on the strategy of construction material procurement when the price fluctuation is considered	Gaosheng Yang
21392	Product Maturity and Its Fuzzy Evaluation Model with Entropy –AHP Weight	Bing Chen
21412	A Survey for Real Estate Early Warning Methods	Li-heng He
21416	Research of Project-Oriented Social Organization Model based Innovative	Xinhua Wu
21443	Knowledge Dissemination on Community Networks	Qingjun Li
21453	Gray Correlation Model Based Evaluation of real estate projects	Qi-xun Fu
21455	The Structural Explanation of Knowledge-Based Corporate Strategy	Guopeng Xiang
21467	Decision Making in a Fuzzy and Random Environment	Zaigen Mu
21481	Study on Bond Strength of External Thermal Insulation System with Perfusion Polyurethane Foam	Xiuqin Yin
21493	Research on the Theory Framework of Project Construction Management Process Reengineering	Ming Li
21494	Ontology-Based Knowledge Representation for Agricultural Intelligent Information Systems	Wei Yuanyuan
21547	Research on the Government Incentive of Green Buildings in China	Gaosheng Yang
21560	A Comparative Study on Cross-function Structure of Social Network and Its Management Enlightenment	Min Li
21569	Research into Construction Mode of Postgraduate Tutor Teams Based on Knowledge Management	Yanping Miao
21580	Enhancing the Role of Higher Educational Institutions in Local Economic Development :from the examples in Zhejiang province	Liping Xi
21593	Leveraged Lease Financing Model in Large-scale Hydropower Projects' Equipment Financing	Hui An
21598	Research on the Location of Knowledge Intensive Service Industry in Shanghai City	Yue-gang Chen
21609	Long-term Capacity in 25 Industrial Sectors: a structural VAR approach based on twenty-five years evidence in China	Xiaoqin Li
21613	Research on Autonomous Management Pattern of Cellular Manufacturing	Qinshan Zhang
21635	Methods for the Owner to Strengthen the Management of the Engineering Consultancy in a Project in China	Xiaoli Yan
21665	Research on evaluation of investment, ability and application effect in telecom operators'IT support system	Fan Zi-Fu
21667	Application of Grey System Model to Water Resources Allocation Schemes Assessment	Wenxian Guo
21669	Research on the Relative Competitiveness of Companies based on Patent Analysis	Xiao-Ping Lei
21711	Quality Awards and the Market Value of the Firm —Based on the data from Chinese stock market	Bu Xiang-zhi
21712	Empirical Study of Enterprise External Knowledge Integration Capability	Zhang Xiao-di
21727	Managerial Turnover Policies with Switching Costs	Shi-jian Wu
21747	Practical Diagnostic Approach of Energy Consumption and Systematic Fault of AC system	Weijie Zhang
21770	The Preventing and Controlling of the Final Account Dispute on the tendering stage of the construction project	Yan Ling
21781	An Optimal Control Model for Transformation of Industrial Ecology in Resource-based Cities	Xiumei Sun
21797	Thoughts of the Construction Personalized Information Service System of University Libraries	Fu Lan-xia
21798	A web-based Project Management System for Agricultural Scientific Research	Ge Ningning
21830	Economic Feasibility Study on the Production of Quality & Safe Food	Zhongdong Li
21852	Comparison of Alternative Construction Project Transaction Method Costs	Hong Wei-min
21877	Research on Risk Control of knowledge Share in Knowledge Network Based on Relation Capital	Dunhu Liu
21887	Research on Coordinating Evaluation of Energy- Economy- Environment System of Hebei Province	Guo-zhen Wang

ID	Paper Title	Author
21898	Using Parametric Modeling To Improve The Equipment Systems Coordination Process For Buildings	ChengBin ChengBin
21902	BIM's Content And Its Application In Contemporary Architectural Design	ChengBin ChengBin
21918	Complex Projects Organization Networking: Perspectives from Centrality, Centralization and Power	Yongkui Li
21931	Study on the Construct of Knowledge-Sharing Motivation	Qinxuan Gu
22010	Research on the Relation between Quality and Competitive Advantage Based on Value Chain	Beijun Wang
22013	Study on 3D Visual Simulation for Reservoir Construction Layout	Huang Ling
22037	Knowlegde Management, European Paradox and Triple Helix	Santoprete Giancarlo
22081	Encouragement mechanism for knowledge innovation in multi-organizational information systems integration based on variable compensation	Bihai Zou
22093	Appraising Patent by Using Maximum Spanning Tree Clustering Method	Ji Yicheng
22095	The influence of project cost produced by knowledge sharing on information systems integration based on KAC model	Jing You
22128	On the Promotion Mechanism of the Knowledge chain's Inter-organizational Knowledge Spillover to Its Inter-organizational Knowledge Creation	Shuang Peng
22151	The Transformation and Thinking of Management Concept in Construction Industry Based on Sustainable Development	Zhou Shengshi
22153	The analysis of Non-Symmetric Evolutionary Game of Virtual Enterprise Knowledge Transfer	Yang Bo
22187	Research on the Measuring Model of Construction Industrialization Development Level	Xu Bing
22188	The research of software project performance evaluation model based-on DEA	Benhai Yu
22194	What Factors May Shape the Performance of ISO 9000: the cases of Canada, France and U.S.A.	Ming-ju Pan
22220	Application of Synthetic and Integrated Analysis of Project Risk	Xu Na
22222	Research on the Knowledge Diffusion Mechanism of Knowledge-Intensive Based Services Cluster	Wen Dai
22224	Hedging Security Portfolio with Random Parameters in Stochastic Linear Quadratic Framework	Jun Yuan
22225	Liquidity Risk of Stock-based Pledge Loans for Inventory Financing with Structural Break	Jun Yuan
22227	Multi-objective Optimization in Construction Site Layout	Xin Ning
22234	Schema Matching Model of BOT Projects	Haixi Wu
22251	Research on the Improvement Route of Customer Satisfaction Based on the Method of Customer Satisfaction Matrix Graph	Cheng You-ming
22290	Analysing Quality Management Status Quo of Equipment Manufacturing Industry in China	Yizhong Ma
22315	Numerical Analysis and Processing of Seismic Wave in Aseismic Research of Underground Structure	Bingyu Pan
22316	A Study on the Forms of the Seismic Damage to the Tunnels and its Influencing Factors	Bingyu Pan
22322	An OBDD-Based Method for the Reliability Analysis of Construction System	Liqiong Yang
22346	Process Approach for Decoration Project Quality Control and Management	Qiwen Xu
22366	The Research on the Effect of Organizational Learning on Diversification and Capital Structure Strategy in Small and Medium-sized Enterprises	Cao Bing
22372	An Empirical Examination of Cumulative Capabilities in Value Co-creation with Customers	Xiang Zhang
22380	TOPSIS Application for Determining Energy Solution to Ground Source Heat Pump Compound System	Yu Mingli
22394	The Design of Housing Maintenance Engineering System	Xu Yunbo
22406	Research on Infringement Damages of Software Intellectual Property Based on Economic Analysis	Jianhui Zhu
22417	Research on a Fashion Knowledge Management Platform for Women Garment Development	LiangZhi Fan
22418	Study on the Application of FBG Monitoring on Roof Falling of Mine Based on Model Experiment	Xin Dong
22433	Study on Cost Control System of Railway Construction Projects	Lixing Lou
22444	From the knowledge management to knowledge management Science	Rongying Zhao
22457	On Evaluation of Intellectual Property of Cultural and Creative Industry Based on Evolutionary Economics	Chun Liu
22471	Study on safety of ship maneuverability in complex environmental conditions	Jinlu Sheng
22505	Research on the Reputation Effect of Construction Agent List under Incompletion Competition Market	Ling Yan

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22523	The Resource Constraints Project Scheduling Based on DSM	Ya-nan Sun
22526	Issues in the Design of R&D Tax Incentives Policy for Chinese Firms	Li_zhi Tang
22560	Study on Energy Saving Technique of Inhibition to Bamboo Mold for Energy Management	Chen Xing-yan
22570	Ontology Approach for E-Learning System	Liu mingLI
22580	Solution of critical water depth trapezoid open channel by SARAGA	Zhenxiang Xing
22581	Effort's Weakening of the Supervisor in the State-owned Construction Project and Its Governance	Guanghua Xie
22603	Analysis of an energy-efficiency supervision and diagnostic system to improve ground source heat pump air-condition system operation	Li Zhen
22616	Research on the Knowledge Management Strategy Change Model of Enterprise	Tao Sun
22624	Building the Quality Control System for Medical equipments in Hospital	Hao Wu
22625	Project Scheduling Problem Based on Modular Outsourcing	Guo-rong Chai
22626	The Combined Double Generally Weighted Moving Average Control Chart for Individual Observations	Shih-Hung Tai
22632	Research on Talent-cultivating Mode in the Tourism Undergraduate Discipline of Engineering University and the form of Business & Administration College--The case study of "1+3" Talent cultivating mode in the Tourism Undergraduate Discipline of Zhejiang Un	Zheng Shenghua
22640	Study on Control Strategy of Management Information Cost	Gang Fu
22657	Research on Concurrent Engineering in Product Design	Hongjun Li
22658	An Empirical Study on Program Management based on Shanghai Expo Village Program	Hu Yi
22660	A Study on FDI's Crowd-out and Crowd-in Effect on Shanxi's Domestic Investment-Based on Panel Data Model	Gao Kuo
22670	Research on construction cost control based upon BP neural network and theory of constraint	Xiaokang Han
22703	Travel time choice behavior of travelers' non working activity	Tie Xu
22709	Agent-based User Knowledge Management in Intelligent Tutoring Systems	Tianwei Xu
22716	The Optimization Research on the Human Resource Allocation Planning in Software Projects	Xiaohong Shan
22727	Strengthen the Design Management to Improve the Quality and Efficiency of product design	Yang Xuesong
22739	Reasons for Enterprises' Abortive Application of Management Fashion: An Explanation Based on Game Theory and Rhetoric Theory	Ming Sun
22743	Research on the Relationship between Knowledge Management Infrastructure, Knowledge Sharing and Knowledge Management Performance	Jie Xue
22753	Investment and Project Value in oil field development using Real Option Pricing with Mean-Reversion with Jumps	Zhou Yuan_qi
22759	Inverse Kinematics Problem (IKP) of 6-DOF Manipulator By Locally Recurrent Neural Networks (LRNNs)	Yousif Al Mashhadany
22767	Factors Influencing Information Systems Outsourcing Success: A Survey in Xi'an, China	Min Li
22772	System of Color Resource Management for Fashion Color Forecasting	Wen Gu
22789	Apparel Brand Image Management Based on Knowledge Management	Li Li
22790	A Process Optimization Method for High Maturity Process Improvements	Tianying Chen
22792	Analysis on behavior of patentees in "delay" of technology transaction: based on evolutionary game	Zhouyang Lu

Poster 3: Enterprise Management, Human Resource Management and Decision Making Systems

East Lake Hall I, 5th floor , Ramada Plaza Optics Valley Hotel

15:20–16:40, Thursday, August 26

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20011	Analysis of the Attraction Model of the PRC White-collar Workers' Migration	Chensheng Wu
20025	Implicit multi-dimension fit assessment in personnel selection decision-making process	Wei Fan
20047	A Study on Organizational Change and Human Behavior in the Process of Organization Information Reform	He Jianjia
20059	Research on Model of Digital Enterprises Information Resources Management System	Cheng Hui ping
20080	Current Status, Problems and Countermeasures of Science Popularization of Scientific Research Institutions in China	YanJun Liu
20121	Application of Support Vector Regression Method in Stock Market Forecasting	Wang Zengmin
20138	Analysis on Resource Productivity in Binhai New Area of Tianjin City	Chunli Chu
20177	Study on the Development of Dumbbell Model of the Human Resources Matching Industrial Economic Upgrade of Wuhan	Zhihong Li
20195	The Research of Hinders on Development of Virtual Team	Zhang Lei
20245	A Security Architecture Model of CSCW System	Xu Hongxue
20248	Technology roadmap for technology innovation: a case of heavy-duty and large-size CNC machine tool industry in Hubei	Cao Gao Hui
20264	The analysis on risk of China's SME Downsizing Outsourcing	Fan Decheng
20332	Analysis of sustainable development of family enterprises	Zhan Ziyu
20339	Study on Innovation Management Model Based on Technological Growth	Wang Yanqiu
20356	The Effect on Organizational Performance by Human Resource Management Practices: Empirical Research on Chinese Manufacturing Industry	He Yanzhen
20361	The Relationship between Leader Cognition and Behavior	Fang Yang
20366	The Research and Application on the work Resource Management based on JD-R model	Shouliang Sun
20377	R&D and Productivity in High-Tech Industry: Evidence from China	Yunyan Wu
20386	Empirical Analysis for Individual Performance Management and Psychological Boundary	Xiaojun Bai
20411	Technology spillover effects and independent innovation of enterprises	Wang Changlin
20426	Research on index system of performance evaluation for public technological platforms in Zhejiang province	Qiang Xu
20429	The effectiveness of competency-based mentoring field experimental study	Wang ShengQiao
20430	Competency-based of staff mentoring model	Wang ShengQiao
20436	Information Rent and Hierarchies of Employee's Income in Corporate	Weidong Li
20438	The Framework Design and Research On Enterprises Group Financial Decision Support System	Wang Shi Huai
20439	The puzzle of low R&D efficiency: as a result of research capacity or marketing capacity?	Xinxiang Shi
20470	Study on Establishment and Quantitative Evaluation of the Index System for Chinese Agricultural Production Modernization—A Case Study of Jiangsu Province	Ying Ji
20471	Research on measurement and comparison of technological innovation efficiency of key industries in HeBei Province	Huixin Yu
20497	The Latest Trends of Human Resource Management in U.S.A in the 21st Century	Wu Cisheng
20520	Analysis of Factors that Influence the Output of Regional Technology Innovation	Haixia Cai
20549	The Comprehensive Measurement Model of the Member Importance in Social Networks	Ping Hu
20557	An Empirical Study on FDI Knowledge Spillover: Spatial Econometric Models Based on Panel Data	Kunyang Wan
20572	Research on Development of Core Service capability of Chinese Technology Business Incubators	Haiying Pan
20586	Pay Gap in Top Management Team and Diversification Operation	Haifan Lu
20597	Job Burnout in College Teachers and Management Strategies: Based on the Correlation between Job Burnout and Environment	Gao Meng
20604	The Application of Strategic Human Resource Management in Staff Training	Xiaoying Xu
20615	Building a Common Enterprise Technical Architecture for an Universal Bank	Jianguang Sun
20616	Study of Predicament and Countermeasures of Effectively Internal Communication in Governmental Organizations	Zhirong Yang
20621	Work-family Conflict and Job Satisfaction: A Study Based on Multidimensional Measures	Lin Qiu
20628	Empirical Study on Assessment of Competitiveness of Technical Standards	Wu Yang

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20634	Study on College Teachers' Performance Appraisal Based on VE	Jin Hongxia
20687	Developing a Research Framework of Entrepreneurship Education Curriculum for Department of Marketing and Logistics Management in Technological Institutes and Universities	Su-Chang Chen
20736	The Impact of Learning Culture on Individual Innovative Behavior	Lu Xiaojun
20739	A Rational Consensus Model in Group Decision Making Based on Linguistic Assessment Information	Shouke Chen
20763	ECA Rule and Colored Petri Nets Based Workflow Modeling Research	Zhou Guo-xiang
20775	Empirical Study on the Relationship between Internal Service Quality and Staff Satisfaction of Nonprofit Organizations——Taking Hospitals in Hangzhou Communities as an Example	Pan Song-ting
20789	Dynamical Mechanism of Incubator Industrial Base Based on Secondary Incubating	Liyan Tang
20791	The Management Innovation of Family Business based on the Ownership Preference	Mao Qinghua
20817	An Empirical Study of the Impact of Corporate Governance on R&D Investment in High- Tech Enterprises	Meiying Yang
20846	The Administration of Career to "the 1980's" Employees Based on Psychological Contract	Gao Xiaoqin
20850	The effects of Innovation Capability on New Product Development Performance: the evidence of Zhejiang Province' SMEs	Qiang Li
20877	The Interval Estimation Order Relation Analysis Method and Its Application	PanYu-hou
20886	Research on regional innovation ability based on sub-provincial panel	Xinbao Guo
20891	The Evaluation of the Biotechnology Cluster by Fuzzy AHP: Based on the GEM Model	Shouming Chen
20916	Game Analyzing the Cooperation Evolution of University Research Team	Liu Guoxin
20951	The School-Enterprise Cooperating Innovation and Industrial Competitiveness	Mei Yan
20957	An Empirical Research on The Relationship Between Top Management Teams' Tenure and Firm Performance: Evidence from Chinese Listed Real Estate Companies	Lu Wang
20962	Research on the Staff Maturity of Software Companies in China-----Take Hangzhou City as a Sample	Xiangnan Lu
20969	An Exploration of Job Rotation of Administrative Staff Members in High Education	Wang Aiming
20983	Clarifying the Conceptualization and Measurement of Entrepreneurial Orientation	Hongyun Zhang
21003	Research on Incentive Methods on Sales Staff in Small and Medium Enterprises	Wenyi Hao
21008	On Analysis of Brittleness and Toughness of Business's Organization	Zhongyan Shao
21047	Japan's retirement adaptive training and its enlightenment	Han Hong
21064	Research on Questions of Human Resources Management Effectiveness Evaluation	Mu Yong_Gui
21075	An Optimal Synchronization Decision Model of Correlation Maintenance Task	Honggen Chen
21085	Research on Technological Innovative Evaluation of Regional Enterprises Based on Entropy and Gray Correlation	Xiaoqing Zhu
21090	Human Resource Management Model of Movivating All Personnel to Participate in Innovation	Xiaorui Gou
21096	Study on Meta Index in the Process of Evaluating Regional Sustainable Development	Chenyu Lu
21109	Analysis on Influencing Factors of Human Resources Localization of Multinational Corporations in China	Lijuan Zhang
21119	R&D alliances in horizontally differentiated oligopoly	Lai Xianghong
21130	The performance for knowledge workers based on the SEM	Shi Yufeng
21135	An Empirical Investigation of Competency Construct Model of Middle-Level Managers	Jingde Zhang
21152	The impact of socioeconomic, organizational and individual factors on government organizational performance: evidence from China	Xiaohua Li
21193	A Study on Innovation of Research Team under University's Regulation	Junzhou Yan
21199	Motivational mechanism research of on-the-job embeddedness effects on intentions to stay	Yujing Zhang
21213	The Grey Simulation of Gross Value of Construction Industry in Central China	Yong Tang
21217	Credit-assessment-based Study on Partner Selection of the Industrial Cluster Enterprise	Peili Guo
21224	The Initiating Forces of the Born Global Firms: An Empirical Research from China	Changxing Cao
21228	Research on Chinese Natural Language Understanding and Question-answering System based on Agent	Yanrong Zhang

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21229	The Research of Business Intelligence CIMS System Model	Xiaohua Liu
21235	Research on Eco-attributes and Synergistic Evolution of Industrial System of High-tech Zone	Jingwen Zhang
21250	Study on connotation of intensive agricultural land use and its evaluation index	Shilong Hao
21263	Optimal Incentive Mechanism Design Under Adverse Selection and Moral Hazard	Jianzhang Li
21264	Construction Bidding Negotiation System Based on Agent	Wen Xu
21281	The Job Satisfaction of Volunteers in Harbin Winter Universiade: A Factor Analytic Study	Xiaoduo Cheng
21283	An Evaluation Model for Supplier Choice of Complex Products Based on ELECTRE Method	Mingran Deng
21308	Abusive Supervision: An Interactive Model of Human Resource Management	Yun-xia Feng
21318	A Study On the Reconstruction and Paradigm of Marketing Innovation	Weizhen Yu
21320	An Analysis of the Cause of Employee Turnover Intention in Hotels	Wang Xiancheng
21350	The Study of RFID Reader Pivotal Technology for Circulation Management System of Fuel Gas Automobile Gas Cylinder	Yang Fu-qin
21356	Analysis of the Factors Impacting the Decision-making on Higher Education Investment by Rural Households	Zhang Xuejun
21357	Genetic function analysis in corporate developing process	Hao Yang
21366	Matlab Based GUIs for Reinforcement Adaptive Fuzzy Control System Design and Applications in the Nonlinear System	Yun Zhang
21370	How to Use the Brokerage Roles of Innovation Networks Efficiently	Xiaoming Sun
21377	A Research on the Relationship between Innovation Culture, Transformational Capabilities and Transformational Performance	Wei Zhang
21378	Research on Personnel's Meteward Model Based on Brain Information Characteristics	Ying Liu
21406	A Research on the Relationship between Innovation Environment, Industry Environment and Transformational Performance	Wei Zhang
21411	Studies on Human Resources in Science and Technology From a Nordic-countries-based Analysis	Yaoli Zheng
21417	Exploration of Five-star Hotel's HRM in China	Xinsheng Wang
21434	The location determinates of overseas R&D across developing and developed areas: the case of Japan and the US	Xiaodi Zhou
21456	Cultural Differences and Performance: An Empirical Research on International Joint Ventures in China	Zijie Li
21470	Incompatibility between Demand and Supply of Senior Talent Policy in China: The Case of Xiamen	Hua Meng
21475	Analyzing Influencing Factors of Organizational Innovative Climate Based on DEMATEL Method	Bao-Feng Jing
21508	Research on Flexibility Benefits Policy of Enterprise	Xiaofei Xu
21520	SMEs' Ruler Credit and Enterprise Alliance Strategy: a Social Capital Perspective	Chensong Zhu
21585	Inquiring into international business product innovation in commercial banks	Xin Wang
21595	Research of the Development of Knowledge Intensive Business Services Based on City Circle Innovation Systems	Xin Zhang
21603	Research on GIS based Scenario Planning Methods and Applications	Qingming Zhan
21604	Human Resource Development Cooperation Research on the Economic Cooperation of the Greater Mekong Subregion	Yang Yang
21620	Architecture Design of Risk Control System for Social Medical Insurance	Delin Qin
21624	Research on the Influence of Organizational Culture on Human Resource Management in China's Transportation Enterprises	Yuan Geng
21648	Competition networks and topology characterization	Bo Yang
21670	Employee Performance Improvement by Internal Customer Orientation	Qionglei Yu
21676	Human Resource Development Strategy Based on Mentoring	Xiaoping Liu
21682	Customer maturity model based on Counter Propagation Network	Chao-Hua Liu
21683	The Promise of the Availability of Leveraging Resources	Fengzeng Xu
21689	Transformational Leadership and Organizational Commitment: The Moderating Role of Leaders'Centrality in Influence Networks	Lei Huang
21696	Corporate political resources and their effects on technological innovation	Menita Liu Cheng
21724	Cluster density, external search and innovation performance: Evidence from the ZGC Science Park	Jianfeng Wu

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21740	Pre-training Motivation and Transfer of Training in Downsizing Environments: A Preliminary Review and Perspectives	Lei Huang
21745	An Empirical Study on the Relationship between TMT Structural Characteristic and Performance --Based on Listed Companies of Energy Industry of China	Lu Hui
21767	Leadership Justice and Negative Organizational Behaviors: Mediated by Affective Commitment	Jinyun Duan
21791	Application of Associated Clustering Analysis of Extension Group Decision-making	Jiajun Zhu
21793	Establish the System of Marine Science and Technology Talents Innovation Suited to Marine Industry Development	GengXiangkui
21813	A Case Retrieval Algorithm based on Bayesian Estimation	Yihong Xiao
21821	On the Investment Modes of RJVs to Solve SMEs' Dilemma in Independent Innovation	Bo Wu
21839	Competence Exploration and Exploitation and Innovation	Hebin Liu
21844	Game Analysis of Entrepreneurs' Moral Risk in the Venture Capital Investment	Yongyue Zhu
21845	A Study on the Moderating Effects of Supervisor Support on the Relationship Between Work-Family Conflict and Turnover Intention	Lin Qiu
21855	Research on optimization of coal production in new mine basis of strategic alliance	Hong Wang
21890	The petrochemical industry production system optimizing simulation based-on HLA	Dou Zhiwu
21909	A Ranking Method and its Application of Consumers' Brand Preference under Uncertainty	Daqi Xu
21975	Instability of strategic alliances: a process-oriented perspective	Wei Qin
21985	The Effect of Human Capital Flow on FDI Technological Advances :An Empirical Study Based on Absorptive Capacity	Ping Li
22000	A Comparison of Organizational Career Management in Different Types of Hotels	Yonggang Zhang
22002	The Prediction Research on Personnel Composition of College Basic Research with Markov Chain Approach	Zhe Yan
22007	Mutual Loyalty between the Tourism Enterprise and Core Employees in the Process of Psychological Contract Performance: A Games Theory Perspective	Yanping Yu
22028	The study on quality advanced of industrial workers based on industrial upgrading of Zhejiang province	Yin_suo Lu
22056	The Relationship between Organizational Identification and Organizational Outcomes	Hong Jiang
22074	Technology & Innovation as part of a corporate culture and business strategy	Jaya Ganasan
22092	The Strategies to Enhance School-Enterprise Cooperating Innovation in China	Mei Yan
22099	Empirical Study on the Career Development Stages of Chinese Employee	Yao Hui
22103	A Study on Cooperation Innovation of Industrial Clusters with Government Regulations	Shixi Luo
22104	Strategic Innovation of Enterprise: Antecedents, Processes and Consequences	Chen Ying_long
22108	Research on the Independent Innovation and Motivation Mechanism of SMEs in China	Benyun Dong
22119	A Comprehensive Evaluation Method of Staff Competency Based on Rough Set Theory	Haojie Liu
22124	Discussion on Personnel Assignment System for promoting Scientific and Technical Personnel Innovation in China's Universities	Heping Liao
22130	A SE Model on Panic of Employee Turnover	Ming Yan
22142	Study on the Influence of Psychological Capital on Job Performance of Chinese Knowledge Worker	Erxiu Hou
22161	The Analysis and System Simulation of Price Competition in a Duopoly Market	Fugen Song
22199	Research on Criteria of Expatriate Selection in Multinational Corporations	Kun Qiao
22216	Material Requirement Batch Model for Process Enterprises	JianFu Zhang
22230	Promote the Employment: from the Corporate Social Responsibility View	Lihong Ding
22255	Empirical Research on the relationship between Organizational Commitment and Turnover Intention of Wuhan Telecom Best Tone Center	Ying Xiong
22260	Research on the Role of Teamwork in Innovation Management within Manufacturing Companies in China	Samuel Kwadwo Frimpong
22265	The Political Economy of China's Manufacturing Labor Productivity	Ping Li
22276	GIS Based Urban Emergency Decision Support Model	Yongsong Zhan

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22296	Mechanism on the Reform of Enlarging Powers to Counties Accelerating the Development of Rural-Urban Economic Integration	Zejun He
22323	The Evolution of Marketing Capability Theory	Quanhong Liu
22350	Study on Trans-regional Cooperative Innovation System Model of Aviation Industry Cluster	LI Hui
22359	Research on Evaluation Indicator System of Person-Organization Fit for Enterprise Technician	Ping Wang
22362	Provincial-level leading Agricultural Enterprises and Performance Evaluation Based on BP Neural Network Model—Daqing City as an example	Li Yuming
22363	Growing Though Innovatively Exploiting Context-related Knowledge- Cases of Entrepreneurial Firms from China's Information Technology Industry	Mingzhe Qiao
22370	On The Model for the Complex Non-linear System and Its Application to Predicting the Output of Northwest Construction Industry of China	Bian-ping Su
22376	Evaluation of Management Information Resource Allocation Based on Cloud Gravity Center Theory	Wang Ya-jun
22382	A Theoretical Model for Enterprises' Innovation Capability Assessing	Lixin Wang
22423	Effects of Leadship Behavior on Organizational Performance in Research University	Fei Li
22446	The mechanism analysis on the impact of entrepreneur reputation to the consumers' purchasing behaviors	Huang Jing
22460	Career planning for Staff of Shaanxi Provincial Natural Gas Corporation	Tao Huyan
22468	Reflective Essay on an Adult Learner----A Constructivist Qualitative Perspective	Fengzeng Xu
22479	Research on Vessels' Portable Ammunition Support System based on Data Warehouse	Yaling Shang
22486	Multi-Segments' Reservation Price-Based Pricing Approach for Information Goods	Yan Cheng
22487	Core Competence Evaluation of Modern Service Industry Cluster	Ming Liu
22509	Competency Assessment Study Based on IPCA-Fuzzy Comprehensive Evaluation	Zhang Zhaojun
22525	Research on Innovation Fund Evaluation model implementation effect Based on AHP and Information Entropy	Tao Liang
22528	Research on the Grey Econometric Model with lags Information	Shenghan Zhou
22539	Personas Construction Based on Utility Analysis in Industrial Design	Kan Wu
22546	Study on the Organizational Boundaries of Competence	Xin Zhang
22575	Bounded Rationality Modeling in CAID	Kan Wu
22582	Explore New Economic Growth Points in the Post-Crisis Era, on the Basis of Independent Innovation	Zheng Fu
22583	The decision-making model of TOT concession period based on Fuzzy Stochastic Petri Net	Junxin Shen
22613	An Evaluation Model for Emergency Logistics System	Zhang Guanxiang
22652	An Empirical Research on Organizational Citizenship Behavior of University Teachers in China	Ling Ma
22690	Influences on Unrealistic Optimism in Risk Perception And It's Developmental Mechanism	Xiaoping Liu
22692	The Effects of Subordinate-Supervisor Conscientiousness Fit on Organizational Commitment and Career Satisfaction	Xiaoping Liu
22694	Innovation Ability Evaluation Research Based on GIOWA Operator	Gang Xing
22695	Research on Innovation Ability Evaluation Based on Gray-related Balance Factor	Jian-bo Liu
22702	Research on Complexity Innovation Mechanism of Small and Medium-sized Enterprises	Bin Zhu
22719	Study on Interregional Technology Diffusion Channels in China	Yanqin Shi
22726	System Actuality and Pattern Choice of Endowment Insurance about Rural Migrant Workers	Shanshan Teng
22730	Evolution Mechanism of Small and Medium-sized Enterprises Element-oriented Innovation Pattern	Bin Zhu
22747	Analysis and Design of Consulting System for University Athletic Sports	Jun Liu
22760	An Analysis on the effects of R&D investment by tax incentive policies in china	Wang Wenliang
22773	Thoughts on Emerging Issues in Strategic Human Resource Management	Irfan Sabir
22779	The Empirical Studying On Size Of Fiscal revenue of Liaoning	Shuanghua Jin
22784	Grey Correlation Analysis on Innovative Talents Cultivating in Higher Education and Industrial Structure	Jian Wang

Poster 4: Financial Management and Risk Management

East Lake Hall II, 5th floor , Ramada Plaza Optics Valley Hotel

15:20–16:40, Thursday, August 26

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20034	An Empirical Study on Influencing Factors of Trade Credit Risk Management Performance in China	Bin Dai
20066	The Research on Problem of Flood Insurance Pricing Based on the DFA in P.R.China	Zhang Lin
20112	Risk Management of the International Energy Cooperation：A Research Review	Qianqian Guo
20145	A case study on the financial early-warning of State-owned commercial banks with Efficacy Coefficient Method	Han Peng
20168	The study of human capital accounting of venture capital project based on EVA	Zhao Likun
20179	Analysis in Credit Risk of Listed Company Based on KMV Model	Hong Li
20193	Analysis of China Stock Market: Volatility and Influencing Factors	Xiaomei Song
20206	Study on Risks and Precautions of Enterprises' R&D Outsourcing	Jingdong Yan
20214	Dynamic Associated Analysis of Japan's Stock Market and Exchange Rates: DCC and EGARCH Model	Hornq Wann-Jyi
20223	An Influence of U.S. and U.K. Stock Market Returns for Two Stock Markets: An Evidence Case by Singapore and Japan's Stock Markets	Hornq Wann-Jyi
20234	Investment Planning Factors and Risk Management in Personal Financial Planning	Yun Zhang
20253	Improving KM investment decision-making: An Options Approach	Hsiu-Yuan Wang
20278	Comparative Analysis of Stock Repurchasing Effect of Chinese Companies Listed in Mainland, Hong Kong and NASDAQ Stock Market	Hong Huang
20314	Hedging Optimization Model based on the risk control of WCVaR	Hongyan Zhi
20346	Model Analysis the United States' Direct Investment in China	Bo Zhang
20355	Competitive Analysis on Financial Leasing Problem	Weimin Ma
20358	Empirical Study on the M&A Performance of Listed Coal Companies Based on DEA	Xiao-ying Peng
20378	Corporate ownership, control contestability and performance of listed company in China	Zunhuan Shen
20379	Identification and Research of Risk in the Industry-University Cooperation Based on Factor Analysis	Jieyi Pan
20384	Financial Crisis and the Capital Structure of Listed Company—Empirical Research on Chinese Real Estate Industry	Yanwen Liu
20405	Fuzzy Analytical Hierarchy Process Application in Safety Risk Management of Aviation Maintenance Process	Yanqing Wang
20414	The study on application value of cash flow information connotation in financial early-warning	Tao Li
20415	Analysis of Chinese Enterprise Financial Crisis Prewarning Based on BP Neural Network	Shen Xiangguang
20420	Logit Model for pre-warning financial distress of listed real-estate companies in China	Hong Shen
20431	Rebuilding Shanghai Rural Credit Cooperative Finance by Learning from the Practice of Rural Credit Cooperative in Taiwan District	Ma Jia
20437	Dynamic Portfolio Management of Strategic Investment in Chinese Banking Sector	Jie Yang
20449	Study on Impact of Small and Medium Board Listed Companies Performance before and after Non-tradable Share Reform----- An Empirical Study of Chinese Listed Companies	Wang Zhenyi
20458	Study on the Inovation integration-model of Vertical RJVs under the Industry Value Chain	Liu Guangdong
20460	Research on the Adjustment of Engineering Insurance Rate Based on AHP under the Condition of Unit Price Contract	Chen Weike
20482	Research on Fundamental Mechanism and Developing Mechanism of Financial Control Based on the Bureaucratic Structure of the Parent-subsidiary Enterprise	Jianmin Liu
20510	Why the speed of the tax revenue is faster than the economy's in China?	Fengyu Huang
20539	Currency Effects on the Performance of Chinese Foreign Investments: 1994-2008	Liguang Wu
20550	Analysis of Moral Hazard in Virtual Enterprise Based on Random Constraints	Chen Kegui
20554	Study on Performance Evaluation of Chinese Mutual Funds—Empirical Analysis of Chinese Mutual Funds after Reform of Non-tradable Shares in 2005	Ju Yang
20560	The Influential Factors of China's Foreign Exchange Reserves	Wei He
20584	Research on the internal auditing of commercial banks Based on Corporate Governance	Fenghua Wang

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20627	Empirical Analysis and Granger Causality Test on Foreign Direct Investment and Economic Growth in the Eastern Region	Lianting Gao
20629	Risk Management For Infrastructure Of Urban Gas Fuel Net-work System	Fei Liu
20646	The Value-Relevance of R&D Expenditure:Experience From China	Xuan Zhang
20660	Empirical study on the relationship between money supply and the property market	Jie Liu
20682	Portfolio Optimization Analysis of REITs Based on CAPM and CREIs	Dongmei Han
20686	Research on Supervisory Effectiveness of Management Level Based on GRA	Li Yuzhi
20718	the Risk Evaluation of the Construction Project Design Based on the Gray Relational Grade	Jun Fang
20750	Financial Distress Costs and Ownership Structure in Listed Companies	PeiLi Zhang
20751	The overseas investment VaR about mineral resources based on GARCH models	Dongbin Hu
20761	On the risk control in enterprise technology innovation process	Shaozhen Tong
20768	An Empirical Research on the Momentum Effect in China Stock Market during the financial crisis	Tongtong Sun
20777	Functional Coefficients Regression Model for Security Pricing with Heterogeneous Beliefs: Application in Chinese Stock Market	Li Lin
20786	Empirical Study on Influence Factors of the Investment Cash-flow: Evidence from Chinese Listed Companies	Qingchun Lu
20795	Comparative Analysis of Investment Costs and Cash Expenses	Ma Nai-Yi
20802	The Theory And Path On Tax Promoting Energy-Saving And Environmental Protection Technology Innovation	Liu Xiuli
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21134	Product Quality and Trade Credit--Empirical Investigation into the Trade Credit from Quality Assurance Motivate in China	Ziqiang Zhao
21139	Information, Credit Reputation and the Motivation of Producing Green Agricultural Products	Jing Wang
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21143	Market Reaction to the Withdrawal of Private Investments in Public Equity	Lihong Cao

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21211	Reputation risk management: a corporate social responsibility reporting perspective	Liyuan Meng
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22129	Research on Company's Financial Performance Evaluation Basing on Fuzzy Mathematics	Wei Sun
22132	Innovative Measures of the Internationalizing Development of Chinese Futures Market	DaLi Gan
22134	A Novel Analysis Model for Project Risk Management	Cheng Hu
22160	Research on the Incentives to Top Management Base on Data Mining Technology	Zhao Bingsheng
22163	Optimal Sampling Frequency for Volatility Forecast Models in China Stock Markets	Yulin Ma
22167	A Novel Risk Management Method based on Active-matrix Theory for Project Management	Liu Rong
22191	Banking System vs. Stock market in China	Fan Yang
22195	An Empirical Study on Financial Distress Early-warning of Real Estate Listed Companies in China	Ling Zhang
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22257	Finite Time Ruin Probability with Constant Interest Rate and Extended Regular Variation	Tao Jiang
22259	Extension of Some Asymptotic Results on Finite Time Ruin in Compound Poisson Model with Constant Interest Force and Diffusion	Tao Jiang
22261	On the Moments of the Severity of Ruin in the Delayed Renewal Risk Model under Heavy-tailed Claims	Tao Jiang
22263	Cross Listing and Price Volatility Based on Time Series Filter in Chinese Stock Market	Zhiwei Lei
22267	Modeling Market Volatility with Mixed Exponential Power Asymmetric Conditional Heteroskedasticity: An Application to Shanghai Stock Exchange Composite Index Daily Returns	Teng Jian-zhou
22283	Research on Emergency Management System of City Disasters in Tianjin	Zhen-xing Ma
22293	Risk analysis of accidents in coal mines-The case of Kenbo Mining flooding accident	Bo Liu
22325	Effective Coordination and Response Measures of Public Economic Policy under the Financial Crisis in China	Yingying Meng
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22420	Does Chinese Stock Indices Agree with Benford's Law?	Shengmin Zhao
22424	Emergency Communications Specifications under large-scale disaster	Fu Deqiang
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22706	A Study on RMB as an International currency	Haijun Yang
22755	Automobile Financial Service Management---Major Problems and Suggestions for Car Rental Industry in China's Mainland	Yang Cao
22762	Research on Strategic Risk Based on Resource-Based View: From the perspective of competitiveness	Chunren Zhang
22770	Construction of Risk Management Construction-Agent Model Based on Factor Analysis-BP Neural Network	Xuntao Sun
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20105	The research based on the value network analysis of promoting the transportation enterprise service value	Lu Yubo
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22527	How to Carry Out Service Innovation for Business Incubator? An Empirical Study	Hongwei Wang
22548	An initial study on mechanism construction of visitor environmental education in ecotourism --a perspective of China mainland	Wenyi Hong
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22686	Study of land Use Economic Benefit in Development Zone by Choquet Integrals	Hu Donggang
22708	CFD Simulations and assessment of life safety in underground emporium	Chunying Yang
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22786	The Selection Research for Beijing Macroeconomics Advanced Indexes	Haijian Wu
22788	A Governance Model for Cloud Computing	Zhiyun Guo

Poster 6: Supply Chain Management, Business Management and Environment Management

East Lake Hall II, 5th floor , Ramada Plaza Optics Valley Hotel

16:40–18:00, Thursday, August 26

ID	Paper Title	Author
20070	Discussion for the Legislation Issue of China's Wetland Ecosystem Protection	Shen Wenxing
20092	Study on Function Mechanism and Strategy of Network leverage	Cunfu Liu
20122	Discussions on a new model of steel logistics based on modern supply chain management theory	Jian Dong
20140	The plan of the selected location of the dynamic alliance store centre and the example analysis	Zhou ZhiMei
20141	The Corporate Brand and Corporate Social Responsibility	Xiao Wang
20149	The Development Research of Ecotourism	Xiao Wang
20155	Coordinate the Supply Chain with Risk-averse Agents under CVaR Criteria	Lijun Ma
20240	Matter- human- affair 3 Principles' Harmony: an Empirical Study of the Water-soil conservation in Loess Plateau	Lixin Yu
20249	Optimal Deployment of Regional Multi-objective Water Resources Based on Mixed Genetic Algorithm	Lei shao
20292	Preliminary Insights into M-commerce Supply Chain in china: Illustrated by China Mobile	Ying Huo
20298	An Empirical Examination of Enterprise Nature, Unit value and Industrial Competitiveness	Haiyan Ma
20334	Comparison of the Sino-Japanese Environmental Greening	Ping Yan
20337	Multi-player Cooperative Game in Supply Chain: The Model and its Solutions	Huixia Zou
20350	Virtual Cultivated Land Trade: A New Thinking for Cultivated Land Resources Security	Li Cheng
20440	Optimal Allocation of Resources in Production Line Based on Flexsim Simulation	Jianliang Peng

ID	Paper Title	Author
20452	An Evolutionary Game Theoretic Perspective on Online Reverse Auctions	Xueguang Zhou
20453	The analysis of a model about the SME supply contract	Pingnan Ruan
20464	Supply Chain Game: Economic Analysis on Differentiated Competition	Huixia Zou
20468	Remanufacturing Network Analysis of Third-party Reverse Logistics for Waste Household Appliances	Xiangru Meng
20478	Service Supply Chain and the Conceptual Model	Wu Bo
20485	Some Suggestions for Community-based Ecotourism Management	Xiaoli Zhuang
20486	Management System Construction for Enterprise Logistics Outsourcing Based on Risk Aversion	Guohong Shi
20503	The Evaluation of Recycling Economy Development in Flow Manufacturing Enterprise—An Case Study of Electrolytic Aluminum Enterprise in China	Zhifang Zhou
20515	An analysis of the product positioning and development strategy of TV shopping on the basis of value chain	Xia Wei Hong
20517	Decision of Entrepreneurs' Inner Psychological Qualities Evaluation Based on Multivariate Generalizability Theory	Mao Cuiyun
20522	A Framework for Multi-Agent Based Supply Network Simulation	Feng Li
20531	Effects of tillage erosion on soil redistribution in a purple soil with steep sloping terraces	Z. A. Su
20542	Discussion on the environmental accounting information disclosure throwing daylight on relating problems in quoted companies	Jing Huang
20567	Simulation Research of the Retailer' s Ordering Strategy Based on System Dynamics	Xiao-yan Wang
20591	Low-carbon-type Government: The Rational Choice for the Development of Low-carbon Economy	Li Yongqing
20606	Transformation and Upgrading of Brand Agents in Global Value Chains: a Case Study	Haiyan Ma
20645	Cooperation Negotiation Method of Manufacturing Corporation's Supply Chain Alliance Based on Computer supported	Guoqiang Xiong
20653	Study on the Industrial Structure and Decision Model of Industrial Scale of the Eco-industrial Chain in Mining Area	Xudong Xi
20667	Research on Knowledge Sharing among Partners in Supply Chain	Chen Yiming
20699	Research on Product Over-functions Based on Enterprise's Perspective——An Empirical Research on Mobile Phone	Xiaoping Lv
20703	Capacity Disruption Management for Complicated Operation System	Bao Xing
20704	Research on Supplier Performance Evaluation Model Based on Data mining	Jiabin Wang
20721	Loan Indicator Analysis of Down-risk-averse Loaner Based on Supply Chain Financial Innovation	Yixue Li
20724	The Applying Discrimination of the Common Slope Bioengineering Protection in China	Zhen-yao Xia
20741	A Performance Evaluation System for Supply Chain Partners Using Fuzzy Clustering	Shouke Chen
20778	Empirical Study on the Relationship between Environmental Pollution and Energy Consumption	Xiaofei Yan
20794	Measuring Investment Efficiency of Sewage Treatment Plants	Ma Nai-Yi
20801	Study on the Stackelberg Strategy of Information-Sharing among Supply Chain Enterprises	Yuanyuan Jao
20830	Analysis on Principle Observation, Path Selection Mechanism, and Risk Control of Enterprise Strategy Evolution	Wei Li
20870	Watershed-based Management of Lake Dianshan for source water protection	Mingwei Wang
20896	Application of Environmental management on Energy saving and Green House Gas Reduction in Beijing	Fei Liu
20901	Synergistic Analysis of Material Flow of Economy-Environment System in the District—a Case Study of Minhang District, Shanghai	Jing Chen
20905	Pricing and Ordering Strategies in a Two-echelon Supply Chain with Asymmetric Demand Information	Chunlin Luo
20910	Study on Urban Low-carbon Competitiveness of China based on Co integration Analysis	Jing Chen
20947	An Improved Method for Integrated Planning Model of Supply Chain	Zhu Baolin
20953	A Blackboard-based Negotiation for Collaboration in Construction Supply Chain System	Feng Yahong
20955	Public Participation, Civil Society and Environment Protection in China:A Comparative Study of Environmental Cases	Bingqiang Ren
20971	Game Analysis of Stability of the Fourth Party Logistics Implementation	Tian-kun Fang
20975	The Study on Coordinated Development between Urbanization and Eco-environment	Baozhen Wu
20979	Adsorption of carbon dioxide on coconut shell activated carbon	Fenrong Li

ID	Paper Title	Author
21009	Research on Formation and Effect on Strategic Change of Strategic Momentum Based on Case Study of Chinese Enterprises	Shui Yu
21019	The Study on Competitive Advantage of Industry by Method of Accraction and Competitive Strength	Xiong Lihua
21027	The Evaluation of Business Services Innovation Capability within The Logistics Industry Cluster	Zhang Zhenzhu
21042	Ecosystem service value assessment for protected wetlands: a case study in the Changjiang Estuary	Yan Jin
21072	Sum-of-Weighted-Square Method for the Research on Accomplishment Appraisal for International Liner Enterprises	Zhang yan
21100	Cause-related Behavior: Comparison of Consumer Goods Corporations And Industrial Goods Corporations	Xiaofeng Long
21102	The Possibility of the Application of Product-Service System in Chinese Urban Families	Yue Qiu
21118	Based on Ecosystem Management Study Coastal Cities Development	Yan Liu
21124	Study the Transaction of Maritime Use Right based on Market Mechanism	Yan Liu
21125	Study on the land management based on theory of land potential energy	Shilong Hao
21136	Trust Building in Network Forms of OrganizationAn New Institutional Perspective	Yuan Lou
21153	The Study on Logistics and Distribution Strategy of China's Rural Supermarkets	Mao Cuiyun
21168	Studies on Negotiation System of Ecological Compensation of Water Source	Yanxiang Ge
21177	Analysis and Optimization of Coal Enterprise Supply Logistics System Based on SCM	Sun Yubo
21191	Assessment of Sustainable Management Level for International River under Non-traditional Threats	Fan Xia
21255	Implementing Circular Consumption by Means of Second-hand Goods Market	Hong-yan Xue
21267	On Analysis of Suggestions on the Development of China's Renewable Energy Industry Based on "Low-Carbon Economy"	Mingzhen Zhan
21268	The influence of transitional metal oxides on the smoke suppression of epoxy resin/intumescent flame retardant/silane couple agent system	Wu zhiping
21271	Study on Distribution Demand Forecast based on Grey-Markov Model	Gang Zhao
21274	The Impact of Logistics Mode on Retailer's Logistics Performance Measurement System	Li Wenjing
21313	Analysis of Two Types of Game and Cooperation Stability in Travel Agent Supply Chain System	Bo Shu
21315	Analysis on the Harmony between Manufacturing Structure and Environment in Changzhou	Wang zhihua
21323	Research on Management Complexity in Supply Chain Problems Based on DEMATEL	Xiao-yan Wang
21341	Research on the relationship between Economic Growth and Environment Quality in West ——Based on the method of Environmental Kuznet	Wei Li
21348	Mitigating Supply Chain Risks Using Flexibility Theory	Li Yan
21354	Pricing Analysis for Remanufacture products with government's incentive	Ying Xia
21362	SWOT Analysis and Strategic Choice of Eco-City Construction in Dalian	Yulin Yang
21363	System Dynamics Method Study of Seawater Intrusion	Nan Xia
21380	Changes of carbon emission intensity from industrial energy use in China	Xiaoli Liu
21395	Vehicle routing problem with fuzzy demands and the particle swarm optimization solution	Yang Peng
21397	The Impact of Government Price Subsidy From a Supply Chain Perspective	Shen Shen
21426	Hybrid Genetic Agorithm for Vehicle Routing Problem with Time Windows	Fenghe Jin
21471	Biodiversity evaluation for ecosystem-based management in Daya Bay, South China Sea	Xiaoyan Chen
21505	A Study on Environmental Impact of High Speed Maglev Traffic Engineering	Wang Chao
21519	Demand Forecasting in Automotive Aftermarket Based on ARMA Model	Yun Chen
21536	Research on a Single-period and Two-level Supply Chain Coordination under Uncertain Demand and Delay in Payment	Mingang Zeng
21553	Discussion of Energy Consumption and Management in Tianjin	Lei Zhang
21557	Grey Correlation Analysis Between Liver Cancer and Drinking Water Quality in Southeastern Coastal Areas of China	Fuquan Ni
21564	The Indefinite Model Evaluation for Groundwater Quality	Cheng-wei Fu
21572	Price Subsidy Subject choice of different price-sensitive products	Lu Zhou

ID	Paper Title	Author
21626	Water Resources Proof Decision Support System for Construction Projects	Li-ping Xu
21640	China Should Cope With a New Tariff Correctly: Carbon Tariff	Zhu Chunhui
21643	VRP Optimization of Intensive Distribution in Enterprise Sales Logistics	Qun Wu
21668	Research on Grain Supply Chain Mode Innovation:A Case Study of China Non-primary Grain-yielding Areas	Fei-fan Hu
21671	Analysis on the Evolutionary Path and Influence Factors of the Northeast Asia Regional Energy Cooperation	Shen Ying
21675	The Research & Application of Process-oriented Business Intelligence in Manufacturing Industry	Yuan Cheng
21699	The Determinants of Sourcing by Multinationals in China	Hu Junyan
21700	A Coordination Mechanism in E-waste Reverse Logistics	Xueqian Li
21723	Optimal model and genetic algorithm of two-echelon inventory system with correlated demands	Xiong Hao
21730	Multi-Population Cooperative GA and Multi-Objective Knapsack Problem	Shurong Zou
21732	Effect of Soil and Water Loss on Water Eutrophication in Xiaojiang River Basin in Three Gorges Reservoir Region	Yun Chen
21734	A quantity flexibility contract with price dependent demand	quansheng lei
21750	A Study on the Development of Non-market Strategy in China and its Revelation	Ye Guangyu
21757	Evaluation Indices System of Freeway Alignment Design and Natural Environment Protection	Yingxue Zhang
21760	A model of Supply Chain Construction Based on OGSA	Shi Yu_qiang
21783	Simulation Analysis on the Growth Tendency of Building Energy Consumption in China	Lihong Han
21788	Research on the Circular Management Mode of Municipal Domestic Solid Waste	Yan Zhang
21816	On the Conceptualization of Business Models: a New Approach From Classical Paradigm	Yu Cheng
21820	An Improved Collaborative Filtering Algorithm Based on Trust in E-Commerce Recommendation Systems	Yanhong Guo
21825	Green Public Procurement in China: current Practices, Barries and Opportunities	Tian fengquan
21859	Importance of Environmental Education for Raising Environmental Consciousness in Japan	Ping Yan
21864	Study on Logistic-distributed Standards Based on AHP for Electrical Household Appliances Chain Enterprises ——Taking Zhejiang Xinlianxin Electric Appliances Chain Supermarket as an Example	Jin Gui-sheng
21928	Modifying Recycling for Aged Modified Binder	Tao Ma
21968	The impacts of energy prices on energy intensity in China	Xiaoli Liu
21983	An Analysis of the Dynamic Game Model Between Government and Enterprises of Green Supply Chain	luo fenglan
21994	Research on Supplier Selection with Data Envelopment Analysis under Supply Chain Management	Sun Xu
22011	Study on Carrying Capacity of Agricultural Water Resources in Fuxin City	Li Cheng
22059	Analysis of Coordination Degree of Land Utilization in Coal-Mining Area	He Yang
22065	Cost Optimize Algorithm For Hub-and-Spoke Logistic Network	Luo Youlong
22068	A Hyper-Cycle Theory Based Model of Supply Chain Knowledge Innovation Network	Yiwei Zhao
22073	Study on Cooperation between Complementary Companies: Based on Evolutionary Game and Reference Effect	Jianyuan Yan
22076	Research on Institutional Innovations in Control of Soil Pollution by Heavy Metal in Zhejiang	Xiaohong Liu
22114	Study on the Collaboration Architecture of Supply Chain Entities in Intelligent Logistics	Hu hui
22120	Reactive Strategies for Supply Disruption Management: Backordering vs Upgrading	Xiao-Feng Shao
22144	Study on Characteristics and Countermeasures of Heavy Metal Pollution in Yangtze River Delta	Xiaohong Liu
22150	A Review of Material Flow Analysis	Zhimi Bao
22159	An Empirical Study for Green Supply Chain Management: Relationship between Collaboration and Extended supply chain performance	Dan Liu
22172	The Inspiration of Intellectual Property of Foreign Automobile Enterprise	Zhanglin Wang
22173	A Study on Stability of Closed-loop Supply Chain Based on Markov Chain	Xiangzhou Yin
22189	Strengthening public participation in China's mine environmental protection	Wenqin Chen
22190	Formation Mechanism of Quality and Safety Control Abilities of Core Enterprises in High Quality Pork Supply Chain	Shimin Sun
22213	Model of Asymmetric Cost Information Game among Multi-Supply Chains under Bertrand Competition Framework	Baixun Li

ID	Paper Title	Author
22218	A Two-stage Mechanism in Assembly System with Supplier Coalitions under Asymmetric Information	Yulian Mi
22219	The Research of Distribution Center Optimization Addressing Based on Energy Saving and Emission Reducing Confine Factors	Jiajuan Chen
22244	Research on Welfare Distribution of Monopolistic Retail Supply Chain Upstream Based on Shapley-value	Ran Chen
22278	Research on Current Status and Problems in the Chinese Carbon Market	Bo Zhang
22299	Study on the Promotional Factors of Extended Producer Responsibility	Yi Wu
22309	Rethinking the Organization Management Strategy in the View of Complex System Evolution	Yan XuHui
22312	Jiuzhaigou Tourist Perceptions of Wenchuan earthquake	Fengmei Yang
22313	Research on Environmental Management Framework of Road Upgrading Project	Wen Xu
22318	Trust and Learning as Moderators in Achieving Supply-Chain Competitiveness: Evidence from the Chinese Auto Component Sectors	Hua Song
22321	Compare and contrast analysis to the development pattern of energy producing provinces with the aim of carbon emission reducing	Liang Zhao
22336	Resource Rent and Convenience Yield of Mineral Energy Resources	Yao-ji Ju
22379	Comparative study on carbon dioxide emissions between China and USA	Muhan Li
22397	Enhanced Coagulation/electro-flotation Process for Algae Removal	Jun Shi
22402	Research on Procedure-Based Technology and Process Cost Assessment	Zi-Qin Ma
22412	Research on Integration of Logistics Industry	Xiaojuan Bai
22415	The performance evaluation of ERP systems based on fuzzy AHP	Jihong Pang
22422	A Comparison of Analysis Methods of Pipe Failure Characteristics Based on Maintenance Records of Water Distribution System	Yi Wang
22441	Coordinating Three-level Supply Chain with Quantity Discount Policies	Guidong Liu
22445	Study of Carbon Emissions Trading Based on Options Theory	Feng Du
22453	Influence of Petroleum Price Fluctuation to Main Petroleum-Consumed Industries in USA	Niu Jianying
22463	A Multi-Agent based bidding System in VCIIM using Fuzzy AHP	Ning Zhou
22466	Paying for Watershed Services: Mechanisms, Modes and Compensation Methods in the River Basin, China——Case Study of Jinhua River	Haixia Zheng
22467	Industry CI: the Service Modes of Information and Intelligence for Improve the Industrial Competitiveness	Xiaoyuan Zhao
22483	Analysis on Control Measures of the Water Bloom in Urban Independent Lake	Cui_min Feng
22502	Service supply chain and its "bullwhip effect"	Qianyi Li
22511	Study on the Selection and Assessment of Channel Strategic Retailers for Cigarette Manufacturers in China	Mi Lingyun
22542	The Application of QFD Based on DEA to Improve the TPL Quality of Service	Fan Werifeng
22554	Study on Biomedical Application Prospect of Benzene/alcohol Extractives from Magnolia heptapeta based on Environment Protection	Zhang Zhong-feng
22565	Interactive Rules on Supply and Demand Actions of Knowledge Supply Chain	Meifang Li
22571	Order Promising with Capacity Reserved for Multi-Priority Orders	Lixi Yang
22572	Looking for the Green Future of Sustainable City: A Broad Perspective on Ecology Urban Design	Yaoyu Lin
22578	Research on low-tech strategy for Technology Innovation of low-tech Enterprises in China	Liu Yuqing
22595	Study on Collaborative workflow process modeling based on the extended Stochastic Petri Net	Guoyin Jiang
22605	Select of Supply Chain Postponement Strategy Based on Products	Wang Pu
22630	On Tourism Environment Protection for Cultural Heritage Sites in China	Xianglin Fang
22631	A Game Analysis on Quality Failure of Supply Chain	Peng Bitao
22636	A Study on Contract Coordination of Supply Chain Based on Demand Disruption	Guojun Ji
22663	Channel Competition Decision after Store Brand Intorduction	Xiaojun Fan

ID	Paper Title	Author
22664	The Discussion of Collaboration Management of Tourism Services Supply Chain	Xizhou Zhang
22669	Study on the Evaluation Index of Mass Customization	Yan Shen
22691	An Analysis on the Connotation of Electric Power Network and Influence Factors	Jian-jiang Liu
22710	A Study on the Business Model of Logistics Real Estate	Huang Zhengwei
22715	Alternative Energy, Security Constraints and The Development of Bio-Energy	Zhuoya You
22750	The Mechanism of Rural Business Logistics Operation in Mainland China:A Research Based on "Home Appliances Going to Countryside"	Xi-Zhou Zhang

Part V Instructions for Presentations

Oral Presentation

Devices Provided by the Conference Organizer:

- Laptops (with MS-Office & Adobe Reader)
- Projectors & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular Oral Session: 12 Minutes of Presentation, 3 Minutes of Q&A
- Plenary Speech: 35 Minutes of Presentation, 5 Minutes of Q&A

Poster Presentation

Materials Provided by the Conference Organizer:

- X Racks & Base Fabric Canvases (60cm×160cm, see the figure below)
- Adhesive Tapes or Clamps

Materials Provided by the Presenters:

- Home-made Posters

Requirement for the Posters:

- Material: not limited, can be posted on the Canvases
- Size: smaller than 60cm×160cm
- Content: for demonstration of the presenter's paper

Requirement for the Presenters:

- Stand beside his (her) Poster through the Session, and discuss with the readers about his (her) paper



Part VI Hotel Information

1. About Hotel

Ramada Plaza Optics Valley Hotel is located at No.726 Luoyu Road, an award winning international 5-star hotel, ideally located in the business, shopping and entertainment center of Wuhan City, integrating guest room, catering and entertainment and featured by fitness and recreation cultures. Securing a superior geographic location, the Hotel is close to East Lake Scenic Area, Wuchang Railway Station, Tian He Airport. The hotel offers fully equipped facilities and unrivalled personalized services.

2. How to Get to the Hotel

From the Tian He Airport:

Take a taxi to No.726 Luoyu Road, Wuchang District, Wuhan (fee: about RMB 120. Time: 80 minutes)

From the Railway Station:

Take a taxi to No.726 Luoyu Road, Wuchang District, Wuhan (fee: about RMB 30. Time: 20 minutes)

From the Long Distance Bus Station:

Take a taxi to No.726 Luoyu Road, Wuchang District, Wuhan (fee: about RMB 25. Time: 15 minutes)

For non-Chinese author, please show the following picture to the driver if you are taking a taxi:

请送我到：

武汉市武昌区珞瑜路 726 号 华美达光谷大酒店

Please take me to:

**Ramada Plaza Optics Valley Hotel, No.726 Luoyu Road, Wuchang District,
Wuhan City, China**

Part VII Contact Us

Organizing Committee

E-mail: mass@scirp.org

Telephone: +86-155 2742 6990

Secretary: Candy(Ms.)