

MASS



2012 International Conference on Management and Service Science

Aug. 10-12, 2012 Shanghai, China



Getting Started

Welcome

Conference Information

Volumes

Authors

Search



Welcome

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MASS 

2012 International
Conference on Management
and
Service Science

[Main Menu](#)

[Volumes](#)

[Sessions](#)

[Authors](#)



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[Main Menu](#)

[Volumes](#)

[Sessions](#)

[Authors](#)



Conference Information

MASS 

2012 International
Conference on Management
and
Service Science

2012 International Conference on Management and Service Science

- Title Page
- Sponsors
- Copyright
- Welcome from the General Chair
- Conference Committee



Main Menu

Volumes

Sessions

Authors



Conference Information



2012 International
Conference on Management
and
Service Science

Title Page



Proceedings

International Conference on Management and Service Science (MASS 2012)

<http://www.massconf.org/2012>

Aug. 10-12, 2012, Shanghai, China



Main Menu

Volumes

Sessions

Authors



Conference Information

Sponsors

- IEEE Shanghai Section
- Wuhan University
- Renmin University of China
- Northeastern University
- Nanchang University
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- Northwest Agriculture and Forestry University
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- Shanghai University
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- Xi'an Jiaotong University
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Main Menu

Volumes

Sessions

Authors



Conference Information



2012 International
Conference on Management
and
Service Science

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Main Menu

Volumes

Sessions

Authors



Conference Information



2012 International
Conference on Management
and
Service Science

Welcome from the General Chair

It is my great pleasure to present this proceeding of International Conference on Management and Service Science (MASS 2012), which is held from August 10th to 12th, 2012, in Shanghai, China. I would like to take this opportunity to thank all the authors and participants for their support to our conference.

With the development of technology, a great variety of research results are emerging. Following the rapid development trend, MASS 2012 serves as a forum for the academic professionals and researchers to exchange the research results and address open issues in Engineering Management, Service Management, Financial Management and Knowledge Management.

On behalf of the organizing committee, I would like to express our gratitude to our sponsors: IEEE Shanghai Section, Wuhan University, Renmin University of China, Northeastern University, Nanchang University, Jilin University, Northwest Agriculture and Forestry University, Hubei University, Shanghai University, Hainan University, Ningbo University, Hohai University, Xi'an Jiaotong University, Shenzhen University, Zhejiang University, UIBE Business School. At the same time, we appreciate the contributions from our paper reviewers and the committee members. It is your efforts that make the conference success.

The proceedings provide a concise but timely medium for the dissemination of recent research results. I hope that you find the proceedings interesting, exciting and informative.

Thanks again for your attention and support to our conference. We are looking forward to seeing you again next year.

Prof. James M. Shaeffer
MASS 2012 General Chair

Main Menu

Volumes

Sessions

Authors



Conference Information



2012 International
Conference on Management
and
Service Science

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Main Menu

Volumes

Sessions

Authors



Conference Information

MASS 

2012 International
Conference on Management
and
Service Science

Prof. Geoffrey K.F.TSO, City University of Hong Kong, Hong Kong (China)

Prof. Robert A. van Engelen, Florida State University, USA

Prof. George Q. Huang, the University of Hong Kong, Hong Kong (China)

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G. MacPherson, IEEE eXpress Conference Publishing, USA

[Main Menu](#)

[Volumes](#)

[Sessions](#)

[Authors](#)



Table of Contents

Part I MASS 2012 Conference Schedule.....	2
Part II Plenary Speeches	4
Part III Oral Sessions	6
Oral Session 1: Decision Support System and Supply Chain Management	6
Oral Session 2: Engineering, Environment and Financial Management	7
Oral Session 3: Enterprise, Human Resource and Knowledge Management	8
Oral Session 4: Information Technologies	8
Oral Session 5: Service and New Technologies	9
Oral Session 6: Service Sciences	10
Part IV Poster Sessions.....	12
Poster 1: Engineering Management.....	12
Poster 2: Enterprise (1).....	18
Poster 3: Enterprise (2).....	21
Poster 4: Financial Management	25
Poster 5: Service and New Technologies (1).....	27
Poster 6: Service and New Technologies (2).....	31
Part V Instructions for Presentations	35
Part VI Hotel Information.....	36
Contact Us	37

Part I MASS 2012 Conference Schedule

Registration August 10~12, 2012

08:00 - 20:00	August 10	
08:00 - 18:00	August 11	Location: Lobby, 1st floor, Grand Mercure Baolong Shanghai
08:00 - 15:00	August 12	

Saturday Morning, August 11

Time	Activity	Location: HuiXin Room(荟信厅), 3rd floor, Grand Mercure Baolong Shanghai
08:30-08:50	Opening Ceremony	
08:50-12:00	Plenary Speech Session	
	Plenary Speech: Disruptive Innovation and Higher Education: What are the Implications for Business and Industry Speaker: Prof. Bob Kolvoord (James Madison University, USA) Time: 08:50-09:30	
	Plenary Speech: Into the Depth of Decision-making Speaker: Prof. Kunchang Lee (Sungkyunkwan University, Korea (South)) Time: 09:30-10:10	
	Coffee Break Time: 10:10-10:40	
	Plenary Speech: Value Co-creation in a Usage Centre – Insights from an Industrial Service Provisioning Speaker: Prof. Michael Kleinaltenkamp (Freie Universitaet Berlin, Germany) Time: 10:40-11:20	
	Plenary Speech: Africa-China Relations: Navigating the New Business and Investment Frontier Speaker: Prof. Ken Kamoche (Nottingham University Business School, UK) Time: 11:20-12:00	

Saturday Noon, August 11

12:00 – 13:30	Lunch Buffet	Location: TianDi Restaurant(天地自助餐厅) 1st floor , Grand Mercure Baolong Shanghai
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Saturday Afternoon, August 11

Time	Activity (Coffee Break 15:40 – 16:00)	Location: 3rd floor, Grand Mercure Baolong Shanghai
14:00 – 18:00	Oral Session 1: Decision Support System and Supply Chain Management	HuiXian Room(荟贤厅), 3rd floor
	Oral Session 2: Engineering, Environment and Financial Management	HuiZhi Room(荟智厅), 3rd floor
	Oral Session 3: Enterprise, Human Resource and Knowledge Management	HuiRen Room(荟仁厅), 3rd floor

Saturday Evening, August 11

18:30 – 20:00	Dinner Buffet	Location: TianDi Restaurant(天地自助餐厅) 1st floor , Grand Mercure Baolong Shanghai
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Sunday Morning, August 12

Time	Activity (Coffee Break 10:00 – 10:20)	Location: 3rd floor, Grand Mercure Baolong Shanghai
08:30 – 12:00	Oral Session 4: Information Technologies	HuiXian Room(荟贤厅), 3rd floor
	Oral Session 5: Service and New Technologies	HuiZhi Room(荟智厅), 3rd floor
	Oral Session 6: Service Sciences	HuiRen Room(荟仁厅), 3rd floor

Sunday Noon, August 12

12:00 – 13:30	Lunch Buffet	Location: TianDi Restaurant(天地自助餐厅) 1st floor , Grand Mercure Baolong Shanghai
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Sunday Afternoon, August 12

Time	Activity	Location: 3rd floor, Grand Mercure Baolong Shanghai
14:00 – 18:00	Poster Session 1: Engineering Management	
	Poster Session 2: Enterprise (1)	
	Poster Session 3: Enterprise (2)	
	Poster Session 4: Financial Management	
	Poster Session 5: Service and New Technologies (1)	
	Poster Session 6: Service and New Technologies (2)	

Monday, August 13

08:00 – 17:00	Conference Tour	Tour Registration is only available on August 12 from 08:00-14:00
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Part II Plenary Speeches

Plenary Speech: Disruptive Innovation and Higher Education: What are the Implications for Business and Industry

Speaker: Prof. Bob Kolvoord, James Madison University, USA

Time: 08:50-09:30, August 11, 2012

Location: HuiXin Room, 3rd floor, Grand Mercure Baolong Shanghai



Abstract

The rapid pace of innovation is a challenge to business and industry, particularly when that innovation disrupts established standards. How is higher education preparing students for this more challenging environment and what do those students need to know and be able to do? At James Madison University, we have created different programs in Science, Technology, Engineering and Mathematics to explore how students might have a broader preparation that would allow them to thrive in the fluid environment of contemporary business. We'll explore the design and results of our Integrated Science and Technology and Sustainable Engineering programs and discuss the opportunities that this different kind of education offers to employers. We'll also discuss disruptive innovation in higher education and consider the consequences.

Plenary Speech: Into the Depth of Decision-making

Speaker: Prof. Kunchang Lee, Sungkyunkwan University, Korea (South)

Time: 09:30-10:10, August 11, 2012

Location: HuiXin Room, 3rd floor, Grand Mercure Baolong Shanghai



Abstract

Decision-making is an art of human brain where all kinds of relevant information is gathered, analyzed, and processed until a final decision is made. Apparently, decision-making looks trivial and spontaneous. However, decision-making is a result of what our brain has worked on tons of relevant information with respect to a given problem. Therefore, we need to investigate what is going on in our brain for a rational decision to be made. In this plenary speech, I am going to talk about basic functioning of human brain about information process, how emotion is handled and incorporated into the rational process of relevant data and information to come up with a final decision. Importance of brain informatics will be addressed from the perspective of decision-making, too.

Plenary Speech: Value Co-creation in a Usage Centre – Insights from an Industrial Service Provisioning

Speaker: Prof. Michael Kleinaltenkamp, Freie Universitaet Berlin, Germany

Time: 10:40-11:20, August 11, 2012

Location: HuiXin Room, 3rd floor, Grand Mercure Baolong Shanghai



Abstract

Recent research emphasizes the importance of value-in-use for the co-creation of value both in business and consumer markets. But little is still known about the processes of value co-creation and how value-in-use is created within. On the other hand, it has become common practice to track the perceived quality of goods and services in these markets. A long line of scholarly research has supported this practice through scale development and by examining the link between product or service quality and relational outcomes such as retention, share of wallet and word of mouth.

Behind this backdrop the speech will identify and explain supplier, customer and joint processes which are subject to quality assessment by the customer in appraising an industrial service solution.

Furthermore, I will be shown how the customer's construction of value from solutions is taking place. It is important to note that the solution quality is related to value for both the customer organization as well as for individual persons working for the customer firm. Based on empirical research the constructs by which customers assess both individual and organizational value in this context are elicited.

Plenary Speech: Africa-China Relations: Navigating the New Business and Investment Frontier

Speaker: Prof. Ken Kamoche, Nottingham University Business School, UK

Time: 11:20-12:00, August 11, 2012

Location: HuiXin Room, 3rd floor, Grand Mercure Baolong Shanghai



Abstract

China's recent economic/industrial involvement in Africa has been the cause of much debate as well as controversy (Alden, 2007; Goldstein, Pinaud, Reisen, and Chen, 2006; Foster, Butterfield, Chen, and Pushak, 2008). This discussion locates the Africa-China business engagement in a social-political and historical context. It begins by tracing some of the definitive roots of this engagement from the early days to the current period. We examine some of the reasons for the diverse views and reactions towards Chinese investments across Africa. Our interest is thus guided by the fact that in recent decades, China has become Africa's most important source of development aid and more crucially, foreign direct investments (Burke, 2007; Davies, 2008; Mills and Skidmore, 2004; Onjala, 2008). Yet, the question remains: how does Africa benefit from this engagement and how might Africa position itself as an equal partner in an engagement that promises to re-define the South-South dialogue and international management and trade? For Africa in particular, this question has research, managerial as well as policy implications which need to be addressed to ensure the effective management of Africa-China business relations and to ensure that this engagement addresses the real concerns of knowledge and technology transfer, employment creation and poverty alleviation, and fair and lawful employment practices.

Part III Oral Sessions

Oral Session 1: Decision Support System and Supply Chain Management

HuiXian Room(荟贤厅), 3rd floor

14:00 – 18:00, August 11, Saturday

Paper ID	Paper Title	Author	Affiliation
64949	The Effects of Internal Marketing on Employees' Customer Orientation and Organizational Commitment	Meiju Huang	National Taiwan Sport University, Taiwan, China
61012	Research on Human Dynamics about On-line Reading	Qiang Yan	Beijing University of Posts Telecommunications, China
63103	High-level hypergames based approach for decision support concerning uncertain of strategy	Chao Chen	Science and Technology on Information Systems Engineering Key Laboratory, China
63273	Multi-object matching and the application of teaching management in bipartite graph	Jingyan Bao	Department of Information Science Statistics, China
65944	Scoring for Intelligence Quotient Test from Scanned Answer Form	Liliana	Petra Christian University, Indonesia
65551	Implementation of Pull System along a Production Chain	Wei Weng	Waseda University, Japan
63708	A tool for the design of public transportation services	Esteve Codina	Universitat Politècnica de Catalunya, Spain
61786	A Framework of Multi Criteria Decision Making For Candidate Short Listing System	Leo Willyanto Santoso	Petra Christian University, Indonesia
60481	A hybrid self-surviving, self-organising and adaptive foraging multi-agent approach towards advising and optimising combined strategies for marketing and competing in China	Shuliang Li	University of Westminster, United Kingdom
63180	Fifteen Years of Grey System Theory Research: Synthesis and review of publication patterns in the ISI web-based databases	Mu-Shang Yin	Hsing Wu Institute of Technology, Taiwan, China
62840	Optimization of a fruit and vegetable products inventory system with the probabilistic resource constraints	JinXin Cao	Inner Mongolia University, China
63887	A Synthetic Integrated Model to Forecast the Inventory Demand for Automobile Parts	Di Cao	Dalian University of Technology, China
61865	Supply Chain Coordination under Disruptions with Recoup and Penalty Contract in VMI	Xiyu cao	Zhong Shan Institute, China
64216	Modeling and experimental resolution to Urban Bus Routing Problem with Time Windows	Younes Rahmani	Université de Lorraine, France
62692	A use of Information and Communication Technologies in the framework of Advanced Management of Transportation systems: Dynamic OD Matrix Estimation	Lidia Montero	UPC, Spain

Oral Session 2: Engineering, Environment and Financial Management

HuiZhi Room(荟智厅), 3rd floor

14:00 – 18:00, August 11, Saturday

Paper ID	Paper Title	Author	Affiliation
63009	Analysis of the Optimization Problem of Bank's Daily Reserve	Jin Zhou	Shanghai University of Engineering Science, China
60875	Rogue Trading and Fraud: An Ethical Approach to Risk Management	Kah Hwa Ng	FEnRM, Singapore
64873	Job Tracking System for Performance Management in Aviation MRO	Mardina Abdullah	Universiti Kebangsaan Malaysia (UKM), Malaysia
63020	Resource Constrained Service Scheduling Problem: Analysis of Human Planning Performance	Sven Tackenberg	RWTH Aachen University, Germany
61419	Energy savings in hydrothermal conditioning of wide-open workshops with the use of high efficiency air curtains	Tomas Gil-Lopez	Madrid Polytechnic University, Spain
60362	A Forward Looking Dynamic CGE Model of China for Environmental and Energy Analysis	Yingxin Shi	Dalian Nationalities University, China
62487	Integrity Management of Submarine Pipeline Based on Quantitative Risk Assessment	Yaohua Guan	China National Offshore Oil Corporation, China
64372	Geographical endowment , agriculture and regional management in China	Haibin Xia	East China Normal University, China
65300	Design and Implementation of Environmental Monitor and Dynamic Environmental Impact Assessment System of Highways	Hao Cai	Aalborg University, Denmark
61264	Credit-risky Claims Pricing Model in Fractional Jump-diffusion Environment	Hong Xue	Xi'an Polytechnic University, China
62759	Ordered Probit Model versus Ordered Logit Model in High-Frequency Commodity Futures Trading	Zhongxin Ni	Shanghai University, China
66074	The Predictive Power of Price Pattern Recognition in Forex Market -- An automated trading strategy based on pattern extraction and recognition	Yue Li	Stevens Institute of Technology, United States
63156	An Empirical Study on the Heterogeneous Response of Stock Returns to the Public Information	Wenjun Xue	Shanghai University, China
61638	Knowledge Sharing in Students' Project Team	Shun-Po Chiu	Vanung University, Taiwan, China
61790	A Three-Tier Service Model for National ICT Incubator in Saudi Arabia	Syed Manzoor Qasim	KACST, Saudi Arabia

Oral Session 3: Enterprise, Human Resource and Knowledge Management

HuiRen Room(荟仁厅), 3rd floor

14:00 – 18:00, August 11, Saturday

Paper ID	Paper Title	Author	Affiliation
64234	Research of Value Network Management in the Medium-sized Enterprise	Fei Li	JiangCheng College, China
60611	A Network Approach to Dimensional Structure and Measurement of Entrepreneurial Resources	Weiming Li	University of Hainan, China
61634	Using Learning organization to improve employees' organizational commitment	Yafang Tsai	Chung Shan Medical University, Taiwan, China
60503	Knowledge Management and Human Resource Management in China's Retail Sector: Toward a Research Agenda	Ken Kamoche	Nottingham Business School, United Kingdom
65950	A Study of the Human Resource Information System Evaluation Indicators	Chih-Lan Kao	Asia University, Taiwan, China
66117	On the Commanders' Occupational Incompetence in Basic Detachment of Firefighting Force and Countermeasures	Yi Hou	The Chinese people's Armed Police Force Academy, China
66139	Identification of User Patterns by Data Mining Techniques for Collection Planning in a State University Library	Can Deniz Koksal	Akdeniz University, Turkey
60596	Hierarchical Linear Modeling Analysis of Work Context and Social Support Climate on Organizational Identification	Cheng-Chieh Wu	National Central University, Taiwan, China
61651	A Research on Knowledge Management Process of Knowledge Intensive Business Service Based on Social Networks	Guoshun Wang	Beijing Technology and Business University, China
65784	The role of intuition in knowledge management: An emerging perspective from film making	Marta Sinclair	Griffith University, Australia
66134	Behavior Modeling for Ambient Assistance	Judith Michael	Alpen-Adria University Klagenfurt, Austria
61284	Customization or Standardization of Services? The Effect of Uniqueness on Firm Performance	Michael Kleinaltenkamp	Freie Universitaet Berlin, Germany

Oral Session 4: Information Technologies

HuiXian Room(荟贤厅), 3rd floor

08:30 – 12:00, August 12, Sunday

Paper ID	Paper Title	Author	Affiliation
61857	Better Data Visualization to Support Better Decisions	Buyang Cao	Tongji University
65765	Electronic Commerce System Based on Face Recognition with Biometric Encryption	Yuhan Song	National University of Defense Technology, China
61576	Using Facebook as a Learning Management System	Yu-ching Chen	Chinese Culture University, Taiwan, China

Paper ID	Paper Title	Author	Affiliation
60678	A Developed Organisational Morphology Model for Assessing Business Performance	Zheng Gu	China Agricultural University, China
61608	QWSMO-Lite: A QoS-Aware Ontology for Web Service Annotation	Yan Leng	Bonn University, Germany
65774	Use of Natural Language Interfaces and Open Data in Local Infomediation	Ibrahim Soumana	Centre de Recherche en Linguistique Lucien Tesnière, France
60869	Enhancing Participatory Culture by using New Media to Preserve Local Culture in Museum Mpu Tantular East Java	Jandy Luik	Petra Christian University, Indonesia
61455	Research on Conformance Evaluation of Simulation Environment of Complex Information System Based on Cloud Model	Wenli Dong	North China Institute of Computing Technology, China
61379	The URL Usage in Table-Style Web Form Database Systems	Kunihiko Kaneko	Kyushu University, Japan
62835	Research on the Overall Costs Optimization for the Cold Chain Logistics	Jinxin Cao	Inner Mongolia University, China
63055	A Discount-based Financing Policy with Supplier-provided Trade Credit	Chaocheng Gu	Huazhong University of Science and Technology
60388	Holistic Approach for Efficient Extraction of Web Data	Didas Malekia	Institute of Accountancy Arusha, Tanzania, United Republic of
63025	Analysis of reconnection policies during a major power cut crisis using a system dynamics simulation model	Eva Zupancic	University of Ljubljana, Slovenia
65154	Planning, Scheduling and Monitoring of Academic Activities in a Semester System of College	N.K. Jain	Delhi College of Engineering, Delhi, India
63022	Towards a Comprehensive SOA Governance Model	Matjaz B. Juric	UL FRI, Slovenia
66020	Towards a Framework of Information Assurance in the Protection of Patient's Privacy in Electronic Health Records (EHR)	Roy Ng	Ryerson University, Canada

Oral Session 5: Service and New Technologies

HuiZhi Room(荟智厅), 3rd floor

08:30 – 12:00, August 12, Sunday

Paper ID	Paper Title	Author	Affiliation
62809	Factors that Contribute to the Attractiveness of Characters among Japanese University Students	Kiyoshi Nosu	Tokai University, Japan
61426	An Empirical Study of the Productivity of Knowledge-intensive Industrial Service Projects	Joerg von Garrel	Fraunhofer-IFF, Germany

Paper ID	Paper Title	Author	Affiliation
62408	Research on Service Quality, Involvement Activities, Place Attachment and Satisfaction of Bikeway in Taiwan	Li-Chu Chang Liao	Chungchou University of Sciences Technology, Taiwan, China
63621	A Hybrid Approach for Multi-User Composite Service Selection	Hua Jin	Beijing University of Posts Telecommunications, China
65715	Assessing the Service Quality of Hong Kong Retail Sector: The View of Mainland China Outbound Tourists	Edmond Wu	Sun Yat-sen University, China
65989	Investigating the Service Facilities and Management of the Canton Tower	Edmond Wu	Sun Yat-sen University, China
61119	Challenges for use of ISO 9001:2000/2008 in service industries: theoretical background	Borut Rusjan	Faculty of Economics, Slovenia
61740	Smarter Cities with the Open Government Suite – A German IT-Platform for a Dialog between Citizens and Local Governments	Norbert Dr. Jesse	QuinScape GmbH, Germany
61103	Self-Organized Evolutionary Algorithm Applying to TSK-type Neuro-Fuzzy Systems: Data Mining Approach	Chiu-Chen Lin	National Chung Hsing University, Taiwan, China
61843	Software as a Service Cloud System Development Life Cycle	Kun-Hung Ma	Chinese Culture University, Taiwan, China
65323	Translation and Validation of the Personal Excellence Map into Chinese	Hui-Wen Vivian Tang	Ming Chuan University, Taiwan, China
62073	Combating against Counterfeit: 3rd Party E-Commerce Trade Platform's Liability Analysis	Weiwei Hu	University of Xiamen, China
60402	An Association Rule Mining Methodology for Variety Management	Linda Zhang	IESEG School of Management, France

Oral Session 6: Service Sciences

HuiRen Room(荟仁厅), 3rd floor

08:30 – 12:00, August 12, Sunday

Paper ID	Paper Title	Author	Affiliation
61277	Dynamic Externality and Urban Service Employment	Yongling Yao	Renmin University of China, China
61685	Corporate Social Responsibility in the Civil Aviation Industry of China: Environmental Initiatives and Financial Performance	Maria Jose Alvarez Gil	Universidad Carlos III de Madrid, Spain
60530	An analysis of government services in the development of enterprise value network	Zihua Lin	Fujian Normal University, China
61279	A Runtime Pattern for Configuration Management	Jianwen Chen	IBM Australia, Australia
62029	A Bibliometric and Keyword Co-occurrence Analysis on Service Research from 2001 to 2010	Pao-Nuan Hsieh	National Taiwan University, Taiwan, China

Paper ID	Paper Title	Author	Affiliation
63508	Core-theory-based Analysis of Market Concentration Rate in Liner Shipping Alliance's stability	Feifei Ding	Shanghai Maritime University, China
66118	Discussion on the Humanized Service of University Library and the Construction of Harmonious Culture	Huiling Wang	Hubei University of Education, China
63106	A Framework of Value Co-creation for Industrial Product-service	Pengpeng Wang	Shanghai Jiao Tong University, China
63289	Managing the Customer Knowledge Network Based on Service Interaction	Ruoyong Zhang	Lanzhou University, China
60843	A Study on Determining Proper Business Strategies of Product Service Systems	Nozomu Mishima	Akita University, Japan

Part IV Poster Sessions

I. Engineering Management

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
69051	Kinematic Analysis and Modeling of a Small Mobile Vehicle with Legged Locomotion Mode	Jiaying Tian
69052	The Design of Novel Control Strategy for SSSC	Taibin CAO
69053	Coal mining enterprise production process safety quality control study	Zhiqiang Wang
69054	The Farmland Preservation Strategy Under Rapid Urbanization process in Guanzhong Area	Xiao-Ying He
69055	Water Resources Sustainable Development Evaluation Based on ACA---Take the Chaohe River Basin for Example	Changying SHI
69056	Water Resources Sustainable Utilization Evaluation Model Study Based on SVM---Take the Chaohe River Basin for Example	Changying SHI
69057	Based on Smart Growth the Study on Evaluation Index of Sustainable Development of Affordable Housing	Hengsheng Ma
69058	Business Model Construction of China Telecom Operators Based on Internet of Things	pengfei Fan
69059	Self-Tuning PI Controller Based on Neural Network for Switched Reluctance Motor Drive	Shun-Yuan Wang
69060	The Research on the Battery Charging Controller in Photovoltaic System for Households	Yongjia Zhang
69061	Research of Network Analyzer Application in Radar Performance Parameter Measurement	Bin Deng
69062	The Research on Environmental Costs Management Based on Harmony Theory in Mining Companies	Qingzhi LIU
69063	Harmonious Development Analysis of Technology Progress, Economy Increase and Environment	Xiaohong Wang
69064	The Deviation and Optimization of Local Government's Economical Behaviors during Transformation Period	Minping LI
69065	A Sub-Pixel Edge Detection Method to Detect Copper Strip Size	Ning Li
69066	Design of Control System for Metro Platform Screen Door Using BLDCM	Ji Zhang
69067	Building the First-line Manager Competence Model of Enterprise Based on the Study of Mobile Communications Industry in Inner Mongolia	Li He
69068	Simulation of A Waste Electrical and Electronic Equipments Multi-Echelon Inventory	Xiaofeng WANG
69069	Qualitative and Quantitative Study on the Classification of Emergency Relief Supplies	Zhao Liu
69070	Research on the Applications of Probabilistic Ontology in Situation Assessment	Bing Xiao
69071	The Energy Consumption and Carbon Intensity Cointegration Analysis of China	Siqi He
69072	A Study on the development of Paging Mode Reader of RFC Document Based on MFC	Yunzheng Ding
69073	Research on Staff Motivation and Psychological Contract	Minglei Zhang
69074	Aversion of Industrial Cluster Risk From the Perspective of Cluster Culture	Qihe WANG
69075	Network Motif and Superfamily in Subway System	Hanbo LI
69076	Estimation of Parameter in Rayleigh Model Under Entropy Loss and Type-II Censored Samples	Surong Liu
69077	The Relationship of Incomplete Contract Theory and Hold-up Problem	Jugui DAI

Paper ID	Paper Title	Author
69078	A Summary of Implementation Theory	Jugui DAI
69079	Study on Education Plan for University Repeaters	Liping Ren
69080	Analysis of Unfolded Mechanism and Unfolded Movement Parameters' Selection of the Micro-Steel Ball	Qianming Yang
69081	The Impact of Physical Proximity and Temporal Proximity in the Online Transaction	Xuan ZHANG
69082	Exchange Market Pressure in China: An Application of the Girton-Roper Monetary Model	Xiangsheng Dou
69083	Supply Chain's Ordering and Pricing Strategies Based on Loss-Averse and Fairness-Concerns	Jian LIU
69084	Normalization Study of Emergency Management to Gusty Natural Disasters in China	Qingshun LIU
69085	Estimation of Distribution Algorithms for View Selection in Data Warehouse	Jia Chen
69086	Rule-based Genetic Programming for generate efficient evaluation plans with Materialized Views	Jia Chen
69087	The Method to Resolve Structural Conflict of a Heterogeneous Database System	Wei DU
69088	Formation Control Parameter Tuning Using Ant Colony Algorithm	jia Wang
69089	Application of Fault Tree Analysis in the Management of Mobile Phone Marketing System	Jian-yu Zhao
69090	The Application of Trust and Psychological Contract in Supply Chain	Hong ZHANG
69091	The Application of Nondestructive Testing in Civil Aircraft Engine Fault Diagnosis	Shu-ming LI
69092	PEST Analysis of Cold Chain Logistics in China	Xiaoying Liu
69093	Research on the Corporation Social Responsibility Based on Sustainable Development	Bin LIU
69094	Experimental research on CHF in narrow annuli	Geping WU
69095	Instabilities in forced-convection steam generator	Geping WU
69096	Experimental study on forced-convection flow instability in narrow annuli	Geping WU
69097	Enterprise Reverse Logistics Channel Management Model Choice	Zhiwen Zhang
69098	Research on Stability of Modular Production Network	Qi ZONG
69099	Research on the Evaluation of Hotel's Sustainable Competitiveness	Gangmin Weng
69100	Fuzzy PID Control of Multi-axial Vehicle Electric Hydraulic Steering System	fenna ZHANG
69101	Influential Factors of Knowledge Sharing Behavior in Virtual Communities: An Empirical Research	Jinyang Li
69102	Research on Test Method of Floating-Point Unit	Hong Xia
69103	Study of Team Learning Based on Multi-Agent Simulation Approach	Tie LI
69104	Economic Development and CO2 Emissions in China's Resource-Based Cities	Huijuan LI
69105	Study on the Influence of Network Structure on Knowledge Spread and Innovative in Italian-Style Cluster	Rui Sun
69106	Discussion Evaluating Indicators System of Corporate Social Responsibility ---A Case of Iron and Steel Enterprises	Yunhong Li
61304	Study on Dual Channel Supply Chain Inventory Strategy under Channel Preference	Xin LIU
62917	Study on the Network Planning of LY Factory Production Process Based on the Optimization Theory	Jiang Jijiao
60422	The Convergence of the Direct Carbon Emissions Caused by Urban Residential Consumption in Jiangsu Province	Chunmei Mao
60718	Thinkings of the River Management	Yinjun Zhao

Paper ID	Paper Title	Author
61056	The Problems and Countermeasures of the Green Building Development in China During the "12th Five-Year Plan"	Min Lin
62905	Discussion on the Core Mechanism of Enterprise Management	Wu Qingping
63201	The Research on the Effect of Network Capability and Absorptive Capability on Innovation Performance	Liu Qian
61046	How to Enhance Engineering Cost Management during Construction Phase for Construction Enterprises	Guiyun Feng
61529	Study on the Gross Pollutant Controlling Scheme of Jiangnan Plain River Network's Graffs	wu mengli
61912	Research on Planning Lean Management Change of Our Country's Construction Project	wang xiaoqin
62000	Enlightenment of Strategic Management Theoretical Research in China—in View of Theoretical Evolution	Heng Tian
64230	Influence factor analysis of product design quality based on the design personnel competency	Yue Xiaojia
64395	Research on New Product Development Performance Evaluation based on Fuzzy Comprehensive Evaluation Method	Xin Zeng
62814	Impact of Service Quality Perception of Online Business Hall(OBH) on Customer Satisfaction	Huimin Liu
60166	Perfecting Quality Supervision over Social Audit by Balance Mechanism	ruili xiao
60401	Based on the Grey Clustering Method of Green Construction Evaluation	huiling li
61422	Data Envelopment Analysis (DEA) of the Efficiency of Knowledge-intensive Service Project	Joerg von Garrel
61430	Engineering Management in Training Program of Higher Institutions	Weihua Li
61517	Cooperation System towards Project Complexity: Research on Facility Management of World Expo 2010 Shanghai China based on POP Model	Yun Le
61566	Building Learning Organizations in Large Scale Engineering Project	Na Nie
61636	The relationship between Total Quality Management and Patient Safety	Yafang Tsai
61931	A Risk Assessment Method of Buildings about Environmental Disasters in Urban Unreconstructed Areas: A case study of Urban Taipei, Taiwan	Kuo-Hsiung Pan
61984	An Optimization Model for Shelf Life-Constrained Sequencing and Scheduling	Shuai Jia
62236	Hybrid Evaluation Method for Software Project Cost and Cost Risk	Guo-ping JIANG
62387	The Empirical Analysis about Corporate social responsibility and Food management and Safety	qijun jiang
62590	Research on the brands building of Chinese basketball league	mingfa gao
63005	Verification Study on the Conformity between Software Enterprise CMMI and ISO9001	Gu Qun
63095	Study on the Organization Integration of Large-Scale Complex Program	Zhao ZHAI
65475	Research on Selection Methods of Mixed Projects with Capital Restriction	Huifang Cao
65834	Option-based Risk Management of PPP Projects	Jicai Liu
60551	Application of Logistic Curve Fitting and Forecast in China's Tourist Market—Take inbound tourist market as an example	weiqi tan
65535	Critical Chain Project Management Based On Chaos Ant Colony Genetic Algorithm	bin yu
65766	Military Standardization Reform and Civil-military Integration Development	ping yang
69107	The Utility Analysis in the Public Transportation Based on the Inverse Regression	Jianjun Ma
69108	Application of EMD and Envelope Spectrum in Bearing Faults Diagnosis	Rendi Yang
69109	The Experimental Study on Searching Cost of Online Transaction	Hong Yao
69110	Multi-Modal Transportation Assignment Model with Trip-chain	Weihua Zhang

Paper ID	Paper Title	Author
69111	How Does Organization Commitment Influence Employee's Job Performance in China?	Sanping Qian
69112	The Design of Equal Precision Gate Control in Pulse Measurement	Li Liu
69113	Design of an Emergency Command Center Controlling and Managing System	Jun Tang
69114	The Design of Automatic Test System Software Using dotNET Plug-in Architecture	Ling Ding
69115	Path Selections of Enterprise Logistics Going Green	Lijun Wang
69116	Design And Simulation For Angle Error Digital Filters of UAV Microwave Takeoff And Landing System	Song Wu
69117	Research on new business' success—based on consumer demands, products, and market segmentation	Fei Chen
69118	The Application Of ID3 and Rough Set Rules For Aircraft Fault Diagnosis Analysis	Jingjie Chen
69119	Research on Evaluating Method of Enterprise's 3-Dimension Financial Competition with Index Matrix	Yuan Chen
69120	Assessment of Intervention Strategies for Mitigating an Influenza Epidemic Using Agent-Based Simulation	Lu LI
69121	Reliability Evaluation of a Multi-State Network Without Knowing Minimal Paths & Minimal Cuts	Xiuzhen Xu
69122	The Design of Real-time Detection of Air Blow of Rectangular Pipe	Quansheng Duan
69123	Research on Model and Method of Intelligent Bus Dispatching	Luhua Shen
69124	China's Civil-service Pension Scheme and Benefit : Difference from That of Enterprise Employees	Yang Qiao
69125	Research to Initial Alignment of SINS with Adaptive Filtering Algorithm	Xiaqing Tang
69126	Analysis on the Risk Sharing and Long-Term Incentive Mechanism in the Private Equity Investment Trust	Jinghua Wang
69127	Food Cold Chain Logistics Collaboration System Research Based on Rough Set Methodology	Xinqi Zhang
69128	Study on the College Student Loan Credit Risk Assessment	Zhenyu Zhao
69129	Research on China's Main Cities' Financial Competitiveness Evaluation	Zhenyu Zhao
69130	Sino Sauna Equipment CO.LTD. Customer Satisfaction Index System	Xiaodong Zhong
69131	Research on Impaction of On-Line Buyers' Lifestyle Factors to Word-of-Mouth Communication Effect	Chinong Pan
69132	Valuation of Public Green Space Ecosystem Services: A Case Study of MA Forest Park in Wuhan Based on TCM Approach	Yi ZHOU
69133	Research of Communication of Device Management System Based on FDT/DTM	Yun Zhou
69134	Simulation Study of Logistics Distribution Nodes	Xufeng Zhang
69135	The Analysis of Legal Character of Goodwill	Xiaodong SUN
69139	Logistic Company Capability Evaluation Based on Multi-Attribute Decision Making Approach with Intuitionistic Fuzzy Sets	Hongyan Liang
63612	Research and Implementation of Fiscal Data Source Acquisition On Fiscal Cash Register	Gao Xiaomei
61061	Influence of Online Channel introduced by Power Manufacturer on Channnel Decision	Xiaojun Fan
61154	Evaluation of quality safety control capability of core enterprise in high quality pork supply chain	Shimin Sun

Paper ID	Paper Title	Author
63157	A study of two ordering opportunities policy of multi-stage demand with censored information	Jie Xu
60627	Research on Service Supply Chain Model	Shang Gao
60976	Satisfaction Measurement of the Automobile Manufacturing Suppliers based on Fuzzy Comprehensive Evaluation	Shui Yu
61081	Supply Chain Management on Public Construction Project Management	lihong li
61688	The Application of Hybrid Ant Colony Algorithm in the CVRP	Jiang He
61823	A model for estimating the workload generated by "Non-Standard" products	Raffaele Iannone
62329	The Empirical Study about the relationship between the intensity of Inter-organizational Guanxi and it's Influential Factors	Rubin Bai
62939	Research about the Implementation of a Mining Enterprise Logistics	Liu Cui
63113	Emergency Management Research of Commercial Bank Services Supply Chain	Wen An
63172	Study The Return Policy under the state of demand uncertainty	zhang chi
63688	A Research on Systematic Designing of Contemporary Logistics Packaging Technology & Methods	xiaozhi-run xiaozhi-run
64743	Research on the Monitoring System for Quality Safety of Citrus Products in Internet of Things Technology View	Luo Liping
64836	Differential Pricing and Coordination for Distributor Remanufacturing under Patent Licensing	Shen Chengran
65520	Qualitative Simulation Research on Supply Chain Cooperative Game under Bounded Rationality	Qian Zhang
65617	An inventory model under two-level trade credit when demand is stimulated by stock level	Jiangtao Mo
65732	The obstacles and reflections of the development of Chinese agricultural products cold chain logistics in low carbon era	yuan huiqun
61761	BPR application aiming at synergizing marketing and Product development	Wen Li
63404	Lotsizing Problem with Real-time Advance Demand Information	Huilin Yao
65025	Food Safety Management: A Supply Chain Perspective	Xiaoxia Zhang
65164	Research on the Development of Chinese Food Industry Faced to Sustainable Supply Chain	Zhang qi
65315	Supply Chain Partner Comprehensive Evaluation Based on DEA/AHP	Hong Weimin
65334	Stochastic programming solution to recycling station building: Based on a new model of steel logistics	Lei Zhou
65522	Regional Logistics Co-operation Mechanisms and Trend Analysis of China, Japan and South Korea	Yuekui Xu
61009	Study on the Relationship Between the Chemical Industry Energy Consumption and Economic Development in China	Xinran Li
62886	Study on Low-carbon Transition of Industry Based on "Negative costs" in Guangxi	Yan Qin
63017	Generating Operation Research of Three Gorges Cascade Hydropower Station Considering Ecology	Li Wei
60024	The Empirical Analysis on Environmental Effect of Export Trade in China——Based on Mutual Endogenous Framework between Carbon Emission and Economic Growth	Yuan Gao
60327	Environmental Cost Determination Based on LCA	Shuwen Guo
60431	Positive Analysis on Influencing Factors of Environmental Accounting Information Disclosure of Chemical Listed Company	Song Ziyi

Paper ID	Paper Title	Author
61488	The Dynamic Analysis of Ecological Footprint in Heilongjiang Province	Huixia Fu
62026	Mechanisms on Emissions Trading Policy Impacting on Enterprise Environmental Protection Behavior	Yingde Hu
62222	Analysis of Temperature Variation during Initial Impoundment Phase in the Three Gorges Reservoir	Lingquan Dai
62426	Research on the Regionalization of Geological Hazard Influence Based on Fuzzy Cluster Aggregation Analysis	Deqing Rao
62444	The New Demand and Products Innovation Design of China's Science and Technology Insurance	Shi Zhao
62876	Heilongjiang Agriculture Comprehensive Assessment Based on the Entropy Method	hong tian
63008	Study on energy safety and optimization of energy structure of Tianjin city	chunli chu
65260	Improving the Effectiveness of Environmental Impact Assessment in China: A Perspective of Systemization	Qiumei LIU
65936	Study on the Development and Utilization of Urban Shallow Geothermal Energy and Its Regulation	Xiao Wang
66089	Analysis of Water Footprint Structure in the US International Trade of Agricultural Products	Zhaodan Wu
66171	Analysis on the development of environment industry in Jiangsu Province	Fanglin Li
60736	Empirical Study on Influencing Factors of Green Marketing Motivation of China Real Estate Company	Yang Zhang
60799	Analysis on relationship between life energy consumption and life pollution based on grey relation theory	Aixiang Tao
61487	Policy for Stimulating Roof-Scaled PV Dissemination	Chi Ma
63518	The Reflection of Chinese Green GDP Accounting System	Zhengqing Ye
66071	Value Network and the General Business Model of Innovative Enterprise in Modern Economy	Yunmei Wang
60259	An Input-Output Analysis of Level and Structure of Producer Services for Secondary Industry in China	Fenghua Ma
61491	MalMC: A Tool for Syscall-Level Malicious Behavior Detection	Jiajing Li
62993	Research on Internal Customer Satisfaction based on Maslow's Hierarchy of Needs Model	Xueyan Liu
61771	Applications of GIS in the emergency command of public security	Wei-min Wang
60975	The Individual Risk of Human Capital Investment in Foreign Language Education	Yimeng Qiu
63249	Key roles played by chinese certification and accreditation scheme for improving smartcard securities	zhanhua cui
62672	Study on Socio-economic Development Capacity and Measure Model Based on Low-carbon Economy Perspective	Zhang shujing
63001	Joint Modelling of Mean and Dispersion Models of the Inverse Gaussian Distribution	Bo Zhang
62552	On Vehicle Routing Problem With Time Windows: A Search Space Analysis	Lin Tian
61365	The regional innovation capacity of China under the world economic crisis----The 31 regional innovation capacity indexes analysis and the prospection of 2012	Bin Gu
62310	Technology Spillover Effects of FDI on Economy in Jiangsu Province——Based on Empirical Analysis between GDP and Domestic Enterprise Technology from year 1987 to 2011	Yuancheng Cai
65376	Design and construct IT Performance architecture: settle the IT productivity paradox from critical realism	Lei Cui

Paper ID	Paper Title	Author
61351	Study on Consumer Switching Behavior: based on Regulatory Focus during Food Quality Crisis in China	Tang Yao

II. Enterprise (1)

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
64444	Design of Composite Discrete Chaotic Frequency-modulated Signals Based on DDS	Shihua LIU
64446	Approach of Safety Performance Evaluation for Collectivized Corporation under Uncertainty	Jinping Guo
64449	A Study on the Comovement Effect between Stock Markets of A+H Cross-listing Firms: An Analysis Based on A+H Composite Indexes	chi xie
64470	The realization of web information extraction based on XML	Shuqin HUANG
64474	The Structure of Supply Chain Network and the Technical Innovation Performance	Qian Zheng
64484	European Option with Stochastic Volatility Following A Finite Markov Chain	hua Ding
64489	The Forward Recursion on Dynamic Programming Model of Production and Storage Problem	Shichun Rui
64490	Study on web data mining system model based on XML	Shu_qin Huang
64491	A Bibliometric Analysis of the Management Science	Wei Ruibin
64507	Performance Assessment of Islanding Detection for multi-inverter grid-connected photovoltaic systems	Dong Xie
64513	Research on Professional Construction of the Grass-roots Managers in Universities and Colleges in Jiangxi Province	Zhenhua Zhang
64518	Corporate Social Responsibility and Implement under E-Commerce Environment	Xuepeng WANG
64534	The Combination Forecasting Model Based on a new Correlation and Induced Ordered Weighted Geometric Averaging (IOWGA) Operator	HU Ling-yun
64538	The Interval Combination Forecasting Model Based on the Variable Weights and IOWA Operator	HU Ling-yun
64558	Urban basic old-age insurance funds revenue and expenditure forecasting in Anhui	Yongfang Guo
64563	Regional Logistics Demand Forecasting Based on Combined Grey Model	Peijian Wu
64565	The Finger Rift Effect and Preventive Strategies during Distribution Service	peng pinzhi
64570	Analysis on Construction of SME Credit Guarantee System in undeveloped area ——A Case study of Anhui Province	Weifeng Zhao
64577	Manufacturers' Pricing in Two Regional Markets with Internet Purchasing Channel	jiayin Tan
64583	The Establishment of a Modern Industry and Commerce Relationship during Channel Innovation —Enlightenment by the Channel Mode of GREE	peng pinzhi
64584	A Study into Customer Trust System under the E-business Environment	Weixia Wang
64589	The Relationship Research between Ants Quantity and Tracing Times in ACA	Fu Ming
64592	Anhui Tea Export Enterprises of Domestic Cooperative Game—Distribution of benefits based on panel data	Qibin XIONG
64595	Research on Watermarking Algorithms Based on Block SVD	Shuizhen Yu
64600	A TOA Location Algorithm Based on Kalman Filter and RBF Neural Network	Kaiyu Duan
64605	A decision tree post-pruning algorithm based on rough set	XiaoYan Shi

Paper ID	Paper Title	Author
64606	Analysis On Evaluation Of Harmonious Development in Rural Tourism Community: Village Case Study	Hong Feng Lu
64608	Study on engineering prophase management of the minor rural road in the state commercial grain bases	hongjiang gao
64611	Research on Performance Evaluation of Sporting Goods Manufacturing Enterprise Based on BSC	zhang ying
64616	Application Of Knowledge Management In Military Logistics	lijie zhang
64620	Research Of Regional Logistics Centre Allocation Based On AHP-Fuzzy	Lijie Zhang
64667	On the Construction of Performance Evaluation System in Ecological Supply Chain Management——Based on the Study of AHP and Multiple Comprehensive Evaluation	Hui Wang
64670	Management Control &The Reform from Hard to Soft Control	Buyun BAO
64705	Research on Internal Control of the Commercial Bank and Design of the Index System	Shaoyan Zhang
64709	An Empirical Study on the Consumption Level of Rural Residents in Shaanxi Province after the Financial Crisis	Huawei Luo
64740	On Impact of the Science and Technology Factor to Currency Internationalization	Pan Li-quan
64781	Interaction Analysis and Policy Implication of the Chinese Stock Market and the Money Demand	jingping zhu
64785	Study on the lack of the general partner in the private equity business	Jinghua Wang
64786	Construction of Synergy Dynamic Model of Enterprise Strategic Alliance Based on Alliance Entropy	Bin Han
64798	Evaluation Model of Innovation Efficiency of Industrial Enterprise Based on the DEA	Hua Zhong
64799	Treat and Guide Informal Organization Properly in Modern Enterprise Management	Jinhui Zhang
64800	Test of technology spatial autocorrelation and spillover among regions in china	Xin Niu
64811	A research on application of Wireless Sensor Network in Water Quality Monitoring	cai suhua
64820	The Government Duty in Promoting Corporation Social Responsibility	Bin LIU
64824	The Construction of Tractor Fault Diagnosis Ontology Based on Fault Tree Analysis	Wu Chunyin
64825	Study On Human Resource Strategy Coordinated With Business Process Reengineering	Zhang Xiaoxiang
64830	Attribution and Management of University Detained Students	Ren Liping
65061	Research on Pre-trade Transparency and Market Liquidity in Shanghai Security Market	Shaojun Zhang
65250	Conceptual Model of Intelligent Appraisal: A Case Study of Electronic Official Documents	Wen Li
65429	Difficulty Analysis and Policy Research on Corporate Governance in Commercial Banks	Chun Chen
63075	Assessment on China Transportation Efficiency based on DEA	Jianli Li
61764	Competitive advertising effects on duopolistic dynamics	Amit Bhaya
61780	Application of AHP in the Design of a Strategy Map	Luis Quezada
62605	Mining Interesting Events for Electricity Sales Decision Support	Weixu Zhan
60325	Study on Index System of University Evaluation Based on Webometric Methods	Yang Zhang
61127	Evaluation of Innovation Capability on Chinese Manufacturing Industry	CHEN Xusheng
63229	Forecasting the number of inpatients in emergency department	zhu yanfang
63827	The Empirical Research on Technological Innovation System in China's Enterprises: Perspectives of BSC	Mingxing Li
60073	Research on the Contents and Structure of eight-dimension's Entrepreneurial Stressor for Private Entrepreneurs in Chinese Transitional Environment	xueyan wei

Paper ID	Paper Title	Author
60613	Multi-dimensional structure and Measurement of Relational Embeddedness: Evidence from Chinese New Ventures	Weiming Li
60791	Effect of Entrepreneurship on Economic Growth-Empirical Evidence in China	Shengjian Zhang
60798	An Analysis on Total Factor Productivity Change in China's Manufacturing Industry	shen neng
60924	The Impact of Industrial Organization to innovation: Evidence from Chinese Equipment Manufacturing Industry	chen xusheng
60969	Developing MPIM-Based Sustainable lifestyles	Zhang Zhang
61067	Research on Innovation Efficiency of High-tech Enterprise in Hubei Province Based on DEA Method	Junhua Wang
61111	Construction and Operation Administration of Innovation Platform for Enterprise-university-research Cooperation	Yimin Li
61259	The concept, classification and methods of response of ethics-based brand scandal	Zhang Xiao
61836	Entrepreneurship, Corporate Social Responsibility and Sustainability	Qiuling Liu
61845	The Competitiveness Comparative Analysis of Domestic and International Cloud Computing Enterprises	Jie Wang
62213	Research on Resource Marketing Engineering Model and Effect Assessment Based on Structural Equation	Yan Wang
64603	Innovation, not Number	Juanmei Zhou
65605	The Experience of Regional Platform Construction based on "Related Variety" from Tuscany and its Inspirations to Our Local Governments	Chu Dazhi
66040	Research on the upgrading paths of low-cost industrial clusters in China——Investigation of Shaoxing Textile industrial cluster	Zhiyang Liu
66104	Enterprise's Boundary Analysis_ From the Enterprise Energy and Entropy Perspective	DongSheng Dai
60424	The Impact of Technological Regimes on the Establishment of Technological Standards	Yuanqing Mei
60488	Analysis of Strategic Network Formation Mechanism Based on Evolutionary Game Theory	Zhang Jingwen
60716	The export difficulties and countermeasures for Chinese OEM in toy industry: the colligation of transference and transformation	Yueyue Zhang
61157	Research on Developed Road of Dynamic Marketing Capabilities Based on IMC	Yan-hua Zhao
62292	Construction of the Entrepreneurship Education Curriculum System Leading by Economics and Management Department	Shijian Du
62377	Research on the Enduring Effect Mechanism of College-Enterprise cooperation based on the Innovation Network	Jinsi WANG
62498	Strategy-based Research in Entrepreneurship: a New Conceptual Framework	Kai Yao
65245	Analysis of Herbert A. Simon's Decision-making Theory in Organizational Behavior	Yang Lei
65256	Impact of Headquarters Economy on Regional Innovation	Wei GUO
65761	Empirical Research on the Interrelationship of Organizational Learning, Dynamic Capability and Enterprise Performance	Shen Jianwen
66004	Internal Capital Allocation Incentive Model of Enterprise Groups	Yongru Gao
66163	The Construction of Enterprise Education System in Higher Learning Institutions Based on Industry-University-Research Collaborative Innovation	Ting ZHANG
66180	Performance Evaluation of College Students in Entrepreneurship Education	zhishuai song

Paper ID	Paper Title	Author
61019	Empirical Study on the Influencing Factors of Psychological Contract of Technical Employee in Communication Enterprise	weidong zhao
62862	On the Relationship between Performance Management and Management Control	Yanyan WANG
62902	Human Resources Management Based on Position Management System	Pengfei Yin
63084	Analyze and predict the values of ecosystem services in the City Group of Chinese Changsha-Zhuzhou-Xiangtan	Rongzhong Guo
63635	EMPIRICAL RESEARCH ON INFLUENCING FACTORS OF HUMAN RESOURCES MANAGEMENT OUTSOURCING DEGREE	LiHua Zhao
60296	Payroll System Based on Staff Satisfaction—— A Case of Logistics Group in Higher Education Mega Center	wang wencheng
60478	Empirical Research of the Relationship between Professional Growth, Job Satisfaction and Turnover Intention	Kangyin Lu
60766	The impact of rural labor mobility on economic development in Liaoning, China	Bochao LAN
61131	Research on College Student Incentive Strategy Based on the Psychological Contract	yanli jiao
61256	Research on Talent Cultivation Model of Human Resource Management Major of Application-oriented Engineering Colleges	zhang deliang
61296	The Bottleneck of Developing Critical Thinking in English Talents	Shuqin Wang
62095	The Changing Structure of HRM in the Public Services Firms: How Does the Innovation Affects the Firms Performance in Tanzania	Lyata Ndyali
62565	Influence of Psychological Capital on Job Related Pressure : Study on College Physical Education Teachers	Chia-Ming Chang
62754	Linking Ethical Leadership to Employee Voice Behavior: Based on High Technology Enterprise	Xiao-lin Zhang
64246	Cross-cultural Communication Barriers among the Staff and Management Strategies in Overseas-funded Enterprise	Yonghe Xiao
64393	Person-organization fit as predictor of returnees' work-related outcomes	Bozhang Ge
60626	Research on the Relationship between Business Leadership Style and Employee Counterproductive Work Behavior: Psychological Incentives Perspective	Zhong_lun Wu
64306	The relationship between informational diversity and shared mental models under CMC vs. FtF settings: An experimental validation	zhengxiao zhang
64987	Super-array organization construction: Breakthrough the plight of grouping enterprise	Yinzhen Zhou
65157	Signaling Game The "call on someone repeatedly to enlist his help" Internal recommendation	Ling Han
65434	Analysis of Mechanism of Human Resource Flow of Circular Economy of Scale	Shun-qiang SUN
66152	Study on Problems of the Leadership's Performance Evaluation of Forestry Bureau in Heilongjiang Province	Hongshan Li
66182	The Corporate Culture Transformation Based on Social Marketing Theory	Han yudong
61351	Study on Consumer Switching Behavior: based on Regulatory Focus during Food Quality Crisis in China	Tang Yao

III. Enterprise (2)

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
69001	On Perfection and Influence of Organizational Structure of Chinese Banking Regulatory Organ	Tao Qin
69002	Analysis on Coordinated Growth of New-Type Industrialization and Urbanization of Huai'an city Based on Cointegration Analysis	lei cao
69003	Research on Focused Crawler for Deep Web Based on Concept Analysis	Xudong Zhu
69004	A Dynamic Monitoring System of New Countryside Construction Process	Mingxiu Gao
69005	Human Capital Accumulation Model and the Dynamic Simulation	Benfei Zhang
69006	The Optimal Control of Switched-Capacitor DC/DC Converter with Variable Switched Time	Jia He Fu
69007	Using Cooperation and Competition theory in the Government and Industry Risk Management-----Analysis of Questionnaires	Su Fang
69008	Study for Balance Rate of a Machining Line	Ling Pei
69009	A New Clustering Algorithm Using Discrete Gradient Field	jun Liu
69010	On the Relationship between Chinese Economic Growth and Employment	XiaoXia SUN
69011	Pulsed Eddy Current in Corrosion Detection Through the Galvanized Jacket and Insulation	Zhiyuan Xu
69012	Understanding the Antecedents of Actual Usage of the Academic Digital Information Resources	Chen Zhong
69013	Macro Management Policy for China's Grain Market: Price Stability Interval Institution	Mande Zhu
69014	Direct numerical simulations of particle laden turbulence	Zhu He
69015	The Continuous Market Reaction to Material Asset Reorganization	Jun Ji
69016	An Empirical Research of Relationship between Organizational Learning Capacity and Clustered Firms' Upgrading	Rong Xiang
69017	Role of Government in Developing a Circular Economy ---A case study of waste management in Sweden	Xupeng Lu
69018	Study on the Relationship between Self-Efficacy and Performance of Enterprise Middle Managers	Cheng Cheng
69019	The Investment Equilibrium in Construction Market and Economic Balanced Growth under Macro Control and Regulation Case of China's Residential Housing	Huobao Xie
69020	A Novel Improved Artificial Potential Field Method for Path Planning of Mobile Robots	Qing Li
69021	Analysis of Effective Time Steps in Well-Mixed N-person Snowdrift Games	Dong-Liang LU
69022	Research on Industrialization Operation to the Public Sports Venues	Heng Tian
69023	Research on Multi-attribute Decision Making with Normal Distribution Weight	Xinshuang Zhao
69024	Unified Stability Analysis of Switching Multiple Model Adaptive Control	Qing Li
69025	Some Modified Repricing Funding Gap Models	Gonglin Yuan
69026	Research on the Relationship between Development-Oriented Leadership Behavior and Consumer Value	Zhengliang Xu
69027	Data Comparison of Monte Carlo Simulation in Detector Array Performance	Baoguang Sun
69028	The Design of Model for the Economic Evaluation of the Coal Enterprise Informationization	Qingwen Yuan
69029	Knowledge Management System and Knowledge Capital Theory	JianXiong Wang

Paper ID	Paper Title	Author
69030	The Car Doors Control Network Topology Design	Xiangdong Mou
69031	Fault Tree Analysis under Uncertainty by Fuzzy Numbers	Dayi He
69032	Automatic control of an open canal hydraulic system based on a transient flow model	XiaoBo Feng
69033	HCN Production Process Modeling and Optimization Based on Artificial Neural Networks and Genetic Algorithm	Jun YI
69034	Nonlinear Robust Adaptive Control of a Hypersonic Vehicle	Shoubin Wang
69035	An Empirical Study on Human Factors Influencing Advanced Manufacturing Technology Performance under Different Intensity of Organizational Structure	Tianhui Gao
69036	A Discoursal Analysis of the Docu-Series, The Great Egyptians	Jiguang Mao
69037	Analysis of Business Models of Internet of Things In the Sight of Operators	Pengfei fan
69038	Research and Application of Web Service in EAM System	Chongshan Ran
69039	A combinational logic circuit adaptive diagnostic system	Zehan Gao
69040	Study on Demand Side Management of Railway Electricity System	Sumin Liu
69041	An Improved Doubly Weighted Average Method in Evaluation of Regional Scientific and Technological Competence	Long Tan
69042	Research on the Low-Carbon Path of Coal - Electricity Supply Chain under the Theory of Evolutionary Game	GaoFeng Guan
69043	Algorithm of Highway Curve Recognition Based on Growing and Hough Transformation	Hong Zhou
69044	Human Wealth and the Strategic Asset Allocation Problem	Qi Wang
69045	A Genetic Algorithm of Information System Integration Based on Analytical Hierarchy Process	Zongjian Tang
69046	International Market Entry by IT Companies: An Case Study from Google and Baidu in China	Qing Zhang
69047	Portfolio--an Important Alternative Assessment Tool for Evaluation and Professional Growth in EFL Setting	Xiaoqun Zhou
69048	Process Mining Base on Invisible Tasks	Xiaohu Ye
69049	Research for the consequences of implementation of investment real estate	wen LI
69050	Design of Fuzzy Cerebellar Model Articulation Controller for High Performance Induction Motor Vector Control System	Shun-Yuan Wang
63321	Research on Evaluation of University Teaching Management Efficiency	Miaomiao Jiang
61356	A Comparative Analysis on POS Research between China and the West	yong han
61526	The Evaluation and Empirical Research on Liaoning Talent Vitality	Yanling Cao
61611	Study on Problems of Equal Pay for Equal Work of Dispatched Workers	zuo chunling
61652	A study of the acceptance of material incentives and non-material incentives in agri-business companies	Ming Fang
61929	Critical Success Factors Influencing the Effects of Job Involvement on Emergency Medical Technicians in Taiwan's Fire Organization	Yi- Chun Lin
62055	Empirical Study on the Structure of Psychological Contract of students in Independent Institute	weidong zhao
65367	On High performance Work Systems and Firm Performance：from the Perspective of Organizational Capital	Huiyan Zhang
65817	Effects of Volunteering on the Subjective Well-Being - In 2010 National Intercollegiate Athletic Games	Che-Chun Kuo

Paper ID	Paper Title	Author
66078	AHP-based Evaluation System for International Cooperative Education	Ping Zhang
60177	Research on the management of the dispatched workers based on the psychological contract	Weizhi Yang
60247	Research on governmental malfunctions, market failure and the subjects of farmers' education	chengwei chu
60642	The scale of small team leaders' work behavior involved in responsibilities and its reliability and validity	Baorong Wang
61129	Approaches to Improving the Abilities of Young Teachers in Colleges and Universities	lusheng zeng
61656	Performance Evaluation of Demonstration Construction in Higher Vocational Colleges based on BSC	Jinsi Wang
62265	The Relationship Between Work-Family Conflict And Life Satisfaction	Hanfei Yu
63566	The Role of Employer Brand in Human Resource Recruitment	Xue Dongxia
65174	The Library's Human Resource Incentive Mechanisms Based the Theory of KPI	Jiajie Xu
65618	Primary Analysis of Technological Progress and Female Employment	Lijuan Ai
65727	HR practices and organizational commitment: the comparison between Thailand and China	Detbordin Wongyaprom
61204	Indigenous Innovative Leader's Knowledge Spillovers and Farmer Innovative Capability	li yang
61246	Application of GA-SVM Prediction in Region Industry-Population-Knowledge Matching Degree: County-Level Evidence from China Guanzhong Urban Agglomeration	Jing Zhao
62855	A SNA Approach to Identify Key Factors of Enterprise Relational Capital	Zhou liming
60112	An Exploration on the Application of Knowledge Management in the Construction Industry	Ying-Mei Cheng
60350	Empirical Analysis of Organization Input and Knowledge Employee Performance and Satisfaction	Qihua Liang
60402	An Association Rule Mining Methodology for Variety Management	Linda Zhang
60772	The Analysis of Knowledge Sharing Behavior Evolutionary Based on Replicator Dynamic	chen ping
60819	A Study of Knowledge Management Model in the Industrial Technology Innovation Strategic Alliance	Xueling Zhao
60929	Title Study on the Reform of the Supporting System for Public Stadium and Gymnasium in China	Xinjian Luo
61106	Research on International Technology Transfer and Diffuse--A quasi-biotic model of knowledge development perspective	Wenjuan Lv
61559	Performance Analysis of the Cloud Platform from a Micro Perspective	Fen Chen
61631	A Review of Technologies and Products Supporting E-Learning System-A perspective from knowledge management	Ying Wang
61744	A comparative analysis of knowledge management methods in the three knowledge management standards	Shaotong Xu
63640	The Evaluation of Relative Efficiency about Chinese Urban Investment in Science and Technology--- Research based on panel data of 13 cities in Jiangsu Province	Shuoyin Dai
65660	Copwing With Complexity and Turbulence: The Role of Knowledge Network in Parallel Problem Solving	Hua Zhang
65862	A Research on patent output in the Central Region of China Based on Comparative Perspective	Xiang-Qing Zheng
66092	Enlightenment of The Art of War on the Tacit Knowledge Management During the Teaching Process	Yujuan Han

Paper ID	Paper Title	Author
60846	Incentive Mechanism of Knowledge Management in The Agricultural Supply Chain	He xiaolan
65859	The Comparison and Analysis of Consensus Methods	luo yanling
66149	Ain't No Sunshine When You're Gone: Analysis of the Knowledge Flows Between Successive Generations of Solar Innovations	Daniel K. N. Johnson
62689	The Moderating Effect of Personality in the Relationship between Achievement Motivation and Specialty Identity	zhu shu
60208	Research on SMEs Knowledge Management Performance Evaluation	yunji liang
60377	Research on Mobile Information Service of Library under Ubiquitous Network Environment	Mingdi Chao
63286	Review on Regional Patent Competitiveness and the Indicator System	yuanyuan luo
65103	Research On Distributed Information Storage Based On Cloud Computing	jidong zhang
65390	Support Vector Machine Classification with Applications to Output Model in Taiwan Sport Industry	I-Wu Tung
65867	The Effect of Experiential Learning on College Sports Men Basketball Team	Pi-Cheng Teng
65871	The Assessment of Congenital Potential Types for Player in Taiwan Women Basketball Team	Pi-Yun Teng
61357	Accounting Information as a Public Goods A Public Value Theory Perspective on Risk Management and Financial Integrity Development	yi zhu
61395	An Attempt to Apply Vulnerability for Quantifying Risks in Public Private Partnership Projects	Tielan Teng
63836	Research on Incentive Mechanism between Internal Control and Operational Risk in China's Commercial Banks	Yudan Xian
60221	Risk Analysis of Human Factors for Ship Oil Spill with Incompleted Data	yin xiaobei
60598	A New Heavy-tailed Distribution with Decreasing Hazard Rate	Weizhao Liu
61036	Chinese local Government Debt Management and Risk Control	xiaoning lin
64663	Interest Rate Risk Measurement of Insurance Company Based on Economic Capital	Ning Liu
64762	Firm Technological Innovation Financing and Financial Risk----A Dynamic Model Based on Financial Development Theory	Cai Zhonghua
61647	The Causes and Control of Operational Risk Management for Commercial Banks	Qi Zhang
63707	Study on Web-based Information Technology Model of Nuclear Power Emergency Management	Liwei Liu
65217	Capital Buffer and Risk Behavior of Commercial Banks	Kaiqiao Liang
65333	The adjustment of Sino-US trade imbalance- Based on the Angle of the industrial transfer	Xin Wang

IV. Financial Management

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
63755	Empirical Test of Taylor Rule in China	Zhenya Wang
60373	Empirical Study of the Relationship between Competition of the Banking Industry and the Profit Pattern Transformation	Man Guo
62393	Financial News Impact on Stock Prices	Kuan-Heng Chen
62542	The Estimating Method of PCSEs and Its Application	feng He
61416	The Analysis on the business performance of commercial banks under statutory reserve ratio 's adjustment in China --according to the data of China Construction Bank	Yijiang Liu

Paper ID	Paper Title	Author
63136	A Study on Inflation Management between Interest Rate Policy and Exchange Rate Policy	Xiaoxue Han
61212	The Analysis of the Financial Regulation on China's Pawn-broking Industry and the Financing of Small and Medium Enterprise	Liming Zhou
61389	To update ideas, to explore new model of financial management	Pengfei Zhao
63142	Modified Prospect Theory and CAPM	liu weifang
63265	Reflections on China's Financial Support for Scientific and Technological Innovation	Ling Jiang
63310	Nonlinear Characteristics of Real Exchange Rates of Some Asian Currencies: Put the Purchasing Power Parity Theory to the Proof	Ziran Zhao
65279	The Impact of Shareholding Structure on Expense "Stickiness":evidence from the manufacturing listed companies in China	Ying Lu
60253	SME Financing Strategies from the Perspective of Banks	Huixia Zou
60459	The Great Advantages to Support Citigroup's Innovation	Yongju Ren
60654	Rural Financial Innovation and its Effects at County-level	Yongping Li
64676	Low-carbon Reclamation Optimization and Adjustment of Damaged Mine Land	shuqin zhao
64758	The research review of accounting firm transformation	zhaoyang wang
61255	Analysis on R&D input's influence on the profitability in high-tech enterprises	Ying Sun
60658	Motive for Outward FDI of Chinese Firms Location Chocie: A Theoretical Exploration	Qun Luo
60758	Government Science & Technology Expenditure Budgeting Method Research——Take Heilongjiang Province for Example	xueyuan wang
62278	A Novel Hybrid Approach to Measuring Market Interactions Based on Innovated SVM and WNN	Ying Li
65575	Empirical Research on Sustainable Growth of Automobile Manufacturing Listed Companies	Jing Ma
65651	An Empirical Test on the Applicability of Taylor Rule Contained Exchange Rate in China	Bing Lv
65709	An Empirical Study on the Asymmetric Effect of Monetary Policy to Real Estate Prices in China Based on TARARCH Model	Xiaoqian Chen
60207	On Implementation of Financial Management Strategy for E-commerce Enterprise in View of Network	yunji liang
60536	On Evaluation Index of Corporate Governance Structure Based on Accounting Information Quality	lijun bu
60570	Risk Management: Indicators of Stock Market Risk Measurement	shitian DU
60661	Research on the Legal Risk Management of Logistics Enterprise	Xu Han
60744	Influence and Enlightenment of International Financial Crisis on China Economy	Wei Duan
62763	An Analysis of Circumventive Innovation in the Financial Industries and the Differences Thereof between China and the U.S.	Wenying Zou
65122	An Empirical Study Of The Incomplete Pass-through Of RMB Exchange Rate to Chinese Price Level	Bo Li
65500	Empirical Test on the Hedging Effect of Chinese Stock Index Futures	Xiaoyan Zhang
60248	A DCC Analysis of Two Exchange Rate Market Returns Volatility: Study of Two Exchange Rate Markets in Switzerland and Japan	Horng Wann-Jyi
61287	Research on R&D Investment of the Chinese Listed High-tech Companies: From the Perspective of Ownership Structure	Wu Hongyan

Paper ID	Paper Title	Author
61341	An Experiential Study on Chinese Listed Companies' Social Insurance Premium Financial Burden Level	Bo Yang
63087	The Empirical Research on the Relevance of R&D Input and Firm Performance of SME board listed companies	Huizhen Xu
63215	Empirical Analysis on the Efficiency of Chinese Stock Market Based on the Efficient Market Theory	Baosheng Liang
60958	Performance Evaluation of M&A Based on Input-output Efficiency	Hao Yin
61244	The substantial evidence studies between the characteristics of board of directors and management risk for commercial banks	yanming zhang
61808	Literature Review of Impact of Founding Family on Corporate Value	yizheng qiu
62064	Divestment in China: Present State and Key Factors	Hongbing You
62121	Examining the Long-Run Purchasing Power Parity in BRICs- Empirical Evidence from Threshold Unit Root Test	Haibo You
62229	Research on Regulatory Effectiveness of Governance Failures of Listed Firm —— Based on the investor market reaction perspective	Du xianghong
62270	Allocation of Controlling Rights and Incentive of Double Moral Hazard in Venture Capital	Xu-guang Nan
62300	An empirical research on heterogeneous institutional investors and corporate governance effect	Ying Zhao Li
62664	FDI and Low-carbon Economy: An Empirical Analysis of Hubei Province	Cen Yifei
63478	Research on Financing efficiency of Small and Medium-sized Enterprises in Jiangsu Province Based on DEA	shufang cheng
64886	The Impact of Social Networks on Chinese Women Entrepreneurs' Access to Financial Resources in the Transitional Economy	Wenjing Wang
64912	Research on How Interest Rate Fluctuations Affect The Real Estate Price In China	Changfeng Shi
65645	The Network Effects on An Agent-based Artificial Stock Market	Na Jian
65695	Financial Market Efficiency Analysis Based on Symbolic Time Series Method	Mei Xu
65918	The Analysis of the Shortage of China's Rural Funds	Chanjuan Yin
60450	The Development Strategy of Small Loan Companies in China	Wenyi Dong
60899	China's Taxation Reform: Incentive Transition Needed from Investment to Consumption	Xianglai Tang
61541	Credit Marketization, Government Intervention and Debt Financing of China's listed Companies	Su Zhang
61803	Study on the Efficiency of SMEs' Bank Financing in Clusters	Ke Liu
63601	Global Equity Portfolio and Diversification Performance	Yuping Lan
64659	The Research on Corporate Venture Capital Based on Inter-Organizational Relationships Perspective	Minling Chen
64978	Financing of SME: Causes and Countermeasures	ming yang
65324	Financial development, Innovation and Export technology sophistication	Lei li

V. Service and New Technologies (1)

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
69140	Evaluation Index System Research on Circular Economy in Automobile Industry	Jiliang Zheng
69141	A DEA-based Efficiency Analysis of Container Ports in China	Taewon Kang

Paper ID	Paper Title	Author
69142	Empirical Research on Influence of Government Acts on Enterprise Innovation Efficiency	Hua Zhong
69143	Research on City Marketing Strategy of Guangzhou	Xuefei Zhong
69144	Business Ethics and Its Implications in the Teaching of Human Resource Management A Case Study on the International College, GDUFS	Xuefei Zhong
69145	Research and Implementation of the Architecture of the Personalized Meta-Search Engine Based on Multi-Agent	Panpan Shang
69146	Ball Mill Grinding Sound Signals Based on Load Model	Liya Zhao
69147	The Research on the Function Point	Hanan Fouad Alwadi
69148	The Study of Portfolio in Margin Purchases	Xinshu Tu
69149	Risk Positioning and Pre-controlling Model of Cooperate Overseas Investment	Youtang Zhang
69150	A Method of Reconstructing Sinusoidal Signals	Xiaoyu Liang
69151	Development of Grid-Connected Wind Power Experimental Platform Based on Excitation Synchronous Generator	Yunfei Lu
69152	Face Recognition Based on Sparsity Preserving Pro-jections and Gabor Transform	Xinwu Yang
69153	Investigation on System of Ship Agile Manufacturing Based on KBE	Xinglin Yang
69154	Research on the Maturity of Emerging Technology Based on the Method of Attribute Comprehensive Evaluation	Yan Lou
69155	A New Evaluation Method of System Stability	Likun Zhou
69156	The Research of Team Collaboration and Team-Learning	Haiyang LI
69157	Empirical Study on Impact Channels of Financial Development on Foreign Trade in China	Jingmin Zhao
69158	ASGKA as Authentication Used in the Videoconferencing System	Han Xu
69159	Research of Artifical Neural Networks for Bridge Damage Diagnosis	baoli Wei
61404	Probe on Price Regulation of the Resource-monopolistic Tourism Scenic Area	Song Wang
61406	Analysis of Current Situation and Problems of the Social Security System in Central China	Wen Zhang
60748	Investigation Analysis of Henan Province Traditional Chinese Medicine Service in Traditional Chinese Medicine Clinic	Jing Xu
60841	Demand and Agglomeration in Service Industry	Danlu Liu
60928	The research on Chinese enterprises service quality management issues and countermeasures	wenhe yue
61441	Study on the Relationship between Enterprise Network Service Quality and Customer Loyalty	Lei Mei
61460	Research on Economic Benefit of Highway Maintenance and Safety Management	Caijiang Zhang
61556	An Empirical Analysis on China's Service Trade and Economic Growth	Jialin Guan
62070	An Empirical Analysis of the Shanghai's Service Development Based on the Interaction with Yangtze River Delta Manufacturing	Qinhua Pan
62280	On The Changing of Government's Regulation on Tourism Scenery (spot) of China Which is Based on Public Resources	wang hong
62478	Consumer Motivation of College Students in Taiwan for Purchasing Sports Lottery	Hsiu-Chin Huang
63560	Innovation, Regulation, and Corporate Governance in Chinese Banking	Qingkui Ma
63710	Based on the chaos theory of consumer purchase decision-making process in the marketing strategy research	Zhang Yuanxiang

Paper ID	Paper Title	Author
63878	A Comparative Study of the Chinese Green Hotel Standards	Dongxia Luo
64381	An Empirical Analysis on International Development of Chinese Brands	junfeng wang
64650	FDI in Services and Manufacturing Efficiencies in Host Countries: Evidence from China	Libin Luo
65117	Network consumers to media network company of social responsibility perception research	Wang Baosen
65380	Effect Analysis of Enterprise R&D Staff Input under Hi-tech Industrialization Policy-A Case of Enterprise Empirical Data in a "Five-year Plan"	Hua LI
65823	Competitive Strategy Choices of Telecom Operators in Triple-play Market of China: Analysis Base on Evolutionary Game	Li Zheng
65955	The Contribution of Information Resource Industry on Chinese Economic Growth	Shoulian Tang
61057	A Co-integration Analysis on Mutual Effect of Regional Economic disparities in China	Li Zhao
61142	International Service Outsourcing The Green Engine of Wenzhou's development	Xiaoyu Ma
62158	Telecom Service Pricing Based on The Theory of Peak-load Problem	Qiang Tian
62404	Creative Industries - The Effective Way to Sustainable Development	Da Deng
63004	New Public Management in Bangladesh: policy and reality	Farhana Ferdousi
65059	The Way for Achieving Prosperity and Stability in East Chongqing in the Background of Urban-rural Integration	Biao Zhao
60455	Study on the Choice of Logistics Distribution Modes of E-commerce	xiulian zheng
61007	Discussion on the Training of Service Oriented Talents--Taking tourism management major as example	Yunxia Shi
62207	The Transformation of Development Mode of China's State Owned Enterprises in the Global Environment	Zhang Zhiyuan
60808	Data Input, Geographical Knowledge Visualization, and Economic Theme Map Design	zhou wenxing
61317	Presentation System of Traditional Knowledge Associated with Biodiversity on TeleAtlas3.3-Mongolian	Dongdong LI
63357	The Perceptual Characteristics of the Data Visualization Based on Visual Elements	Xianglin Liu
63497	Application of Data Mining Technology in Commercial Banks	Xuefeng Li
63946	Analysis of Tourism E-commerce Website Design Quality Measurement System: Perspectives of China's Enterprises	Qiaolin Fu
62050	Decision Support System of Compulsory Education Based on the Population Flow	Shilu YAN
63036	Application of Electronic Information Technology in Public Governance	Shaohui Wang
63926	Empirical Research of Implementation Mechanism of E-commerce -Evidence from China Enterprises	Yong Dai
61665	E-government performance evaluation: A literature review	Yang Liu
63985	An Empirical Study on The Benefits of E-business Development	Huiya Chang
63068	A Fuzzy Reasoning Method of Logistics Reputation with Multi-variables	Liang Xikun
63511	Merging Real-Virtual Print Media based on Markerless Augmented Reality	yu hui
65054	Research of Maternal and Child Health Care of China Based on Principal Component Analysis —31 Areas of China as an example	min fang
62297	The Application of IOT in Healthcare Information Systems	liu tao
65642	Requirements of Quality Standard ISO-9000 and Medical Information System	Yuri Rogozov
61581	A Study of Extended RBAC Model Based on Multi-Agent	ruihui liao
62501	Advantage of the RBF network than BP network in network intrusion detection	Ying Liang

Paper ID	Paper Title	Author
65484	The influence of node importance on rumor's spreading in online social network	peng chen
61453	Research of the Vehicle Management Information Quality Control Based on the Process of Information Movement	yajun wang
65084	Study on University Teachers' Performance Evaluation System and Its Data Mining	Yangqing Zhu
65407	Introducing Lean Service to the Blended Learning Educational Environment Structure for Food and Beverage Preparation	She-Juang Luo
60204	Consideration on Carrying out Credit System to Build Theoretical Study of Party Member from College Students on Networks	Songqing Chen
63820	Building a Cell-based Mapping for Chinese Research System	Rikun Liao
60628	The Status Quo Analysis of Shanghai Scientific Publishing in Key Research Areas	Hong Li
60952	The development of sports management in our urban communities in the new period	Jin-biao Li
62023	Optimizing the investment and management of urban traffic--Based on the empirical research of Hangzhou City	Weiqliang Wu
62506	Analysis and Forecast on the Urban-Rural Income Gap of Yunnan Based on ARMA	mike xiao
60587	Effects of Habit on Technology Acceptance Model	Chi-Cheng Huang
61976	Solving Minimum Connected Dominating Set on Proper Interval Graph	Hongsheng Ding
62076	The Research of TM image processing and the Land Use Classification	Cui Xiaolin
63701	Analysis of Emotion For Sports and Physical Education Classes among College Students	Ruowen Wang
63713	Experimental Study of Influence of Core Stability Training on Mixed Martial Arts Motor Skills	Jun Yao
63729	Study on Current Community Sports Promotion And Its Development in Liaoning Province	Zhi_Min Liu
63744	Various training programmes for special effect in the constitution	Peng Wang
63770	On Development Trend of China's Public Gyms Management	HENGBO LU
63775	Exploration and Application of Sports Resources at Higher Learning Institutions in the Context of Public Service—— with Ningbo as an example	xiayu Fang
63781	On Equalization of Sports Public Service--Based on the Investigation into the Public Gymnasia and Stadia in Ningbo City	JuXia Sheng
63785	The study of feasibility of taking dancing as a new content in physical education in school	XUEPEI SUN
63795	A Study on Patterns of Sharing School Gyms Resource with the Society	HaiMing Xu
63888	An Empirical Study of the Effects of Harmonious Teaching Approach in University Men Football Course	chen jian
64134	The Transfer Effect of Exchange Rate of RMB and the Selection of Monetary Policy of Braking Inflation	Jie Xu
64145	Anticontrol of Chaos in permanent magnet synchronous motor	Huang Zhigong
64553	Public Capital Stock and Regional Economy in China	Yibing Wang
64964	Allocating Land Value Increment from the Perspective of Land Development Right	Yizhong Zhu
65791	Research on the construction and characteristics of administrative litigation mediation	Hou Yudong
60954	The Cross-cultural Management of Chinese Enterprises in Cross-border M&A--take Shanghai Enterprises' Cases as Examples	Bo Xu
62159	Social Management Innovation: from the perspective of social capital	hongwei liu
62400	Study on the Development of Chinese Internet of Things: Based on SWOT Analysis	Yang Xiaoxun

VI. Service and New Technologies (2)

3rd floor, Grand Mercure Baolong Shanghai

14:00 – 18:00, August 12, Sunday

Paper ID	Paper Title	Author
61133	Simulate the Market Dynamics of Perpetual and Subscription Licensing	Qian Duan
61085	The Research on Risk Decision-making to Win-back Lost Customers Based on Customer Value	Wu-chao Liang
64655	The Construction of China's Harmonious Tourism Model	Shaopai Liu
65396	How does the Player's Service Quality Affect Satisfaction? Application Multilevel Model Analysis	Yun-Ci Ye
65692	The Influence of Taipei People Sports Center's Service Quality on Life Satisfaction: The Mediating Effect of Customer's Satisfaction	Lung Hung Chen
65811	The Research about Factors and Countermeasures of Influence Changsha-Zhuzhou-Xiangtan Urban Agglomeration Development of Public Sports Service in China	LUOJING ZHU
65890	Research on the dimensions of service encounter in delivery of E-shopping	Xiao_lin Cui
66144	Research on Current development and Practice Situation of SSME (Service Science, Management and Engineering)	Guichao Tian
61682	A Study on the Development Strategy of China's Service Outsourcing: Based on the Analysis of MNCs Value Chain Reconstruction	Jiyuan Chen
65188	The Development Strategies of Children English Training in County Market：Take Fengyang County , Anhui Province as an Example	Chongcai Wang
61149	Using Customer Service Oriented Data Mining and PZB Model Construction of Function Modules for Enterprise Information Websites	Shen-Tsu Wang
61667	A Study of Service Quality Gap in a Hong Kong Franchised Bus Company	Iris Yeung
60354	Customer Satisfaction Analysis: Taguchi's Signal-to-Noise Ratio Approach	Li-Hsing Ho
61234	CORPORATE IMAGE COGNITION INFLUENCE PERCEIVED QUALITY AND PURCHASE INTENTION EMPIRICAL RESEARCH	Jing Li
62186	Study of Tourists Attaching Importance to Marine Service, and Satisfaction with Marine Sports Tourism: Application of IPA	Chang Hsiao Ming
62188	A Study on Factors Affecting Residents' Loyalty of Tanyashan Greenway	Wu Hai-Chu
62443	Integrating Kano's Model and SERVQUAL to Identify and Improve Order-Winners	Hsiu-Yuan Hu
62635	A Neural Network Model for Market Mix Decision in the Mobile Payment Market	Xuerong Jiang
63261	Problems and Strategies of Marketing Channels in China's Telecom Industry	Huamei Sun
63514	Schedule Multi-player Online Game Transmission Services in Wireless Multi-hop Networks	Jung-Shian Li
64032	Research on Effective Set of Extended Linguistic Variable	Shenghan Zhou
64397	Work Motivation, Work Stress in between Taiwan and China - An Empirical Study	Ming Yi Huang
65502	The Building of Organization Customer Resource Allocation Model Based on the Customer Value and QoS	Youhu Peng
60693	How to manage the service commitments	Xu Guowei
60881	Driving Factors and Mechanisms of Service Loyalty Based on Customer Value	Bo Qu
61538	The Study of Intellectual Property Services in Technology Business Incubators	Pan Dong
64303	Characteristics Analysis of Dweller's Notability about Sports Public Service in Chengdu	Zhen Wang
64365	The Research of Key Technology Based on Cloud Manufacturing	Jinfa Shi

Paper ID	Paper Title	Author
65187	The Empirical Research about Relations between Brand Image, Brand Experience and Customer Value: the Nokia brand as an example	Jian Bo Tu
61758	Knowledge Visualization in Academia and Business	Wladimir Bodrow
63575	Index System for Customer Satisfaction of C2C Logistics Service: A Case Study	Jinmei Huai
63026	Using the Technological-Organizational-Environmental Framework to Evaluate ERP System Success	Princely Ifinedo
63506	Multimedia Technology in Class Teaching for Engineering Mathematics	Yushan Zhu
63254	Research on Application of MIS in Safety Problem Detection and Control System	Yajing Bi
61328	An Approach to Classify the Service Quality of Website Based on SVM	lei sun
62626	Research of ETC Data Mining Based on Sequence Clustering Algorithm	QIAN Chao
64352	An Algorithm for Clustering Objects in the Battlefield for Situation Assessment	Zineng Jiang
64356	Clustering Moving Objects in the Battlefield based on the Interval Model	Zineng Jiang
60264	The Improvement of Customer Management System	peng hongming
63070	A RESEARCH ON THE PROMOTING TACTICS OF THE MOBILE PHONE IDENTIFICATION POLICY BASED ON THE PRACTICAL ANGLE OF THE TELECOMMUNICATIONS OPERATORS	Jiangyong Ying
60127	The Historical Dimension of the US Dodd-Frank Bill and its Implications to the Financial Governance Reform in Emerging Markets	Wenzhong Zhu
62922	A Path Analysis of Top Management Support's Influences on the Effectiveness of Information Security Management	xingqi wang
63147	Impact on Network Public Opinion Expression in Social Management Innovation	Liao Xiao-ming
60338	Research on Microblog Valuation of Traditional Media	Wei Yan
61826	Research on Microblog Behavior of Satellite Televisions	Wei Yan
63812	Research on Operational Risk Control in China's Banks: perspectives of Internal Control and Information Technology Development	Yudan Xian
60576	Positive Impact of Mobile Phone on Different Age Groups in Malaysian Society	Shamsul Anuar Mokhtar
64212	New Thinking on the Problem of Urban Traffic Congestion	Lijiao Zhu
60935	A Novel Identity Authentication System based on Visual Cryptography Techniques	hui xie
61105	A Study of the Extension Development Model of WebKit	Xiao Ma
63545	Research on The Business Requirements and Solution of Virtual Coupling Platform	li li
62233	Use and Cost of Electronic Resources in Iranian Universities: An Evaluation of Ferdowsi University	Mohammad Reza Davarpanah
65273	Intelligent QoS dynamic traffic grooming mechanism design based on QPSO and game theory	Na Ren
69160	SVM Application In Stock Trendency Forecasting Based On PSO Parameter Optimization	Yun LIN
69161	The Test System of Transient Pressure in Cars Based on LabVIEW	Pei Yu
69162	Linear Fitting Network Connection Rate of WCDMA	Hong Sun
69163	Small and medium-sized enterprise supply chain supplier evaluation research	Xia Li

Paper ID	Paper Title	Author
69164	Study on Logistics Information System Platform Based on Service-Oriented Architecture	Shengzhu LI
69165	China's Forest Product Export Trade Flow Analysis Based on Gravity Model	Jiangmei Zhu
69166	Knowledge spillover channels and innovative capacity based on Chinese high-tech firms	Shumei LIAO
69167	THE EFFECT OF RELATIONAL BENEFITS ON CONSUMER LOYALTY:AN EMPIRICAL STUDY OF HAIRDRESSING INDUSTRY IN HANGZHOU	Biao NIE
69168	Study on the impact of Industrial Agglomeration to International Competitiveness	Qi Meng
69169	Clustering of symbolic data based on Wasserstein distances	Hong Li
69170	Research on the measurement of Pulverized Coal Concentration and Phase Distribution in pneumatic pipeline	Quansheng Duan
69171	Design and Test of silent chain assembly method	Xiaolun Liu
69172	Analysis Research and Modeling of Hybrid Simulation on OPNET	Wenyu Shi
69173	Research on Multi-Task Principal-agent Model Based on the Cobb -Douglas Function	Xiangbing Wang
69174	The Design of a Control System Based on Single Neu-ron PID Controller	Lingyun Wu
69175	Tax policies on lease financing incentive	Binglan Wang
69176	Four Innovative Education management Systems for Qualified Innovative Talents	Daxian Wang
69177	Cooperative Innovation Model of Aeronautical Enterprise Based on Knowledge Theory	Yuan Feng
69178	The Financial Risk Management Research of Power Market	Jiang Li
69179	Study of Exploration and Exploitation Parameters Effect on the Convergence of Ant Colony System	Gerasimenko Ivan
63243	The Local Legislative Safeguard of the Development of the Low-carbon Economy	Cai Fengmin
63247	A Practical Study on the Development of Sports Tourism Program in Tourism Institutes	Wei Jiang
63942	On Legalization of Sportsmanship	Liao Jun
60684	An Analysis of the Attribute of Accounting Discipline from the Historical Process of Accounting Development	Wei Cong
63252	To Push Forward the Reform of Physical Education in Colleges and Universities by Relying on Traditional Resources of Ethnic Minorities	Huimin Ma
63258	The Important Role of the Softball Development in Colleges and Universities	Rong Guo
63268	Research on the regulation tactics of sports industry structure based on comparing analysis	gang qin
63284	Oriented by Tourism Market, Training Graduates of High Quality	Wei Jiang
63346	Log linear Model Analysis of School Physical Education in Primary and Secondary Schools in Sichuan	Pan Li
63385	Dynamic trend study of the college students' physical health in Liaoning Province	Liang_Zhong Song
63520	Power Ideology: A Semiotic Analysis of the Shaping of Leaders' Public image	Shaoyuan Zhang
63715	Technical Analysis on Defensive Position of First baseman in Beijing Softball Team	zhang zhi
63833	Research on the Characteristics of Management of Big Sports Events in Our Country	shaozhe xu
63848	Investigation and analysis of students ' science research and countermeasures based on Jiangsu University	Mingshuan Du
63935	From the modern media to analyze the effect of the development of Tai Chi	Miao Jianting
63982	Research on the status quo of supporting sports facilities in Community and Development Strategies in Beijing	Kai He

Paper ID	Paper Title	Author
64062	The relevance analysis between sports industry and economic development	li bo
64074	The Investigation on the Development of Sports Industry in Henan Province from "the Diamond Theory"	Xiao_ling Wu Guojun Gao
64133	Study on the Current Situation of Henan Wushu Information Market and the Responding Strategy	Haichao Liu
64150	Scientific Perception of Characteristic Sport Project in Colleges and Universities of Zhejiang Province	Zhipeng Wang
64179	Research on development model of Chinese traditional sports culture resources	gang qin
64195	Research on the Construction of China Capital College Sports Network Information Platform	Yuan Zhang
64205	Gene doping dynamic development research	Chang Desheng
64209	Goal orientation in Basketball Teaching	Yuan hua Pang
64631	Analyze on the market access of Professional Sports	Jiahong Wang
65140	Perception of Peasant and herdsman on climate change—a case survey and study on the Qinghai-Tibetan Plateau	Xingju Shen

Part V Instructions for Presentations

Oral Presentation

Devices Provided by the Conference Organizing Committee:

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

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation:

- Regular Oral Session: 15 Minutes of Presentation, 5 Minutes of Q & A
- Plenary Speech: 30 - 35 Minutes of Presentation, 5 Minutes of Q & A

Poster Presentation

Materials Provided by the Conference Organizing Committee:

- 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

About Hotel

Grand Mercure Baolong Shanghai is close to major shopping and cultural centers such as Wu Jiao Chang Commercial precinct, Knowledge & Innovation Community Business Park and Fudan University. This classical hotel with warm and elegant décor, captures the essence of the old and new Shanghai. Conference facilities, restaurants and bars, healthy club & recreation centre, ideal for business and holiday travelers convenience, comfort and relaxation.

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For non-Chinese author, please show the following info to the driver if you take a taxi:

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A Framework of Multi-Criteria Decision Making For Candidate Short Listing System

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Abstract—Recruitment and selection processes are an important task in human resource department. Recruitment process is the first step which determines the competitiveness of the company. Concerning to this issue, developing a framework for decision support system which implements multi-criteria decision making (MCDM) is really needed. This research involved knowledge acquisition phase to capture the expert knowledge including collecting documents of current recruitment and selection processes, knowledge from the literature review and interviews with experts from various companies. The data collected are used to create a theoretical model for employee selection that represented by the Analytic Hierarchy Process (AHP). The main objective of this research paper is to eliminate the degree of personal preference. The proposed framework integrates selection set test and AHP to shortlist the application which acts as an interface between the applicants and selection panel. AHP was used to develop a model which utilizes pair-wise comparison to identify the relative importance of each criteria used to evaluate candidates. Furthermore Simple Additive Weighting Model (SAW) was used to develop a score for each candidate according to their qualifications and the weight assigned by AHP. As a testing of the proposed framework, eliminate the need for manual labor by 85.7% and speed up time by 74.8%.

Keywords: AHP, MCDM, SAW, recruitment and selection process

I. INTRODUCTION

The main task of human resources department is providing organizations with best employee among applicants. The recruitment and selection is the first step towards achieving organizational goals by creating the valuable assets for the organizations. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. The process of scoring in this recruitment tests take a long time, when there are many people who apply for jobs, say about 10 people who undergo this test at this stage then the scoring will take approximately 3 days to get the candidates who successfully pass the acceptance tests and deserve to continue to the next process, this is due to the complexity in calculating the score for each applicant. In addition to the length of time spent on the scoring stage, the Human Resources department is also sometimes less thorough in doing the scoring step.

In general, recruitment and selection processes, depending on the organization specific targets, the availability of means and the individual preferences of the decision makers (DMs), are a highly complex problem. The multi criteria nature of the problem makes MCDM methods and copes with this, given that they consider many criteria at the same time, with various weights and thresholds, having the potential to reflect at a very satisfactory degree the vague preferences of the DMs.

In this research, AHP collaborates with SAW method is suggested to solve recruitment and selection problem using multi-criteria decision-making process.

The rest of the paper is organized as follows: In the next section, some relevant studies on the recruitment and selection problem in human resources department are presented. In Section III, the research methodology is demonstrated in brief. Section IV briefly presents an empirical application of the proposed approach for the recruitment and selection of a junior IT officer. Finally, conclusion and future research challenges are discussed.

II. LITERATURE REVIEW

Nowadays, the need for more effective and efficient in making decision has become critical. To facilitate accurate decision making various techniques are continuously being introduced, one of them is MCDM.

AHP is one of new approach to solve MCDM problem which reduces complicated criteria to a series of pair wise comparisons and synthesizes the results [1, 2, 3, 4]. One of the real world problems which could be encountered by MCDM is the recruitment and selection processes in human resources department. AHP have been implemented extensively in the recruitment and selection of human resources. Kaka [5], Katsumura [6], Melon [7] and Dolan [8] implemented AHP in the area of pricing system selection, cancer screening option, educational project evaluation and patient preferences respectively.

AHP can be combined with other technique, like fuzzy system. This combination could solve problems in supplier selection [9], maintenance decision [10], organizational performance [11], and human resource evaluation [12].

III. METHODOLOGY

In this part, research methodology will be described. The methodology involves using selected tools and techniques. There are Microsoft Project 2007 to manage the project, Power Designer 6.0 as a CASE tool, Microsoft Visual Basic .Net as a programming language and Mysql as a database management system. All these tools are very important to ensure the project is carried out smoothly. Fig. 1 presents research methodology.

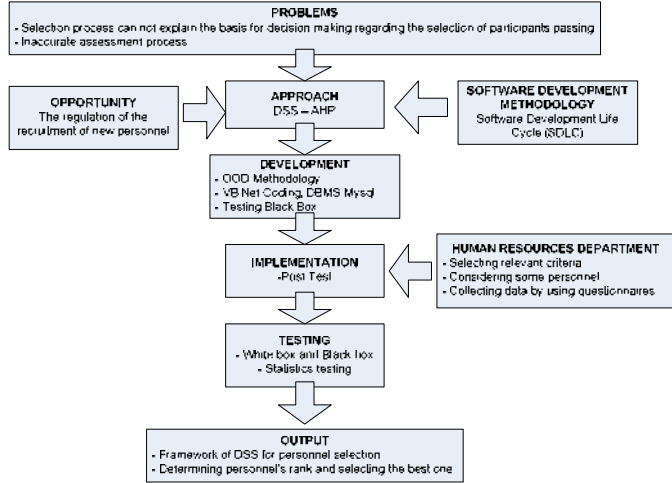


Figure 1. Research Methodology

The framework is developed through System Development Life Cycle (SDLC) methodology. The first step is investigation and planning phase. Literature review and knowledge acquisition are done. In this research, literature review is focus on two main topics, “recruitment and selection criteria” and “AHP and SAW”. By doing questionnaires survey and interviews, expert knowledge captured. Figure 2 presents criteria for recruiting and selecting employees.

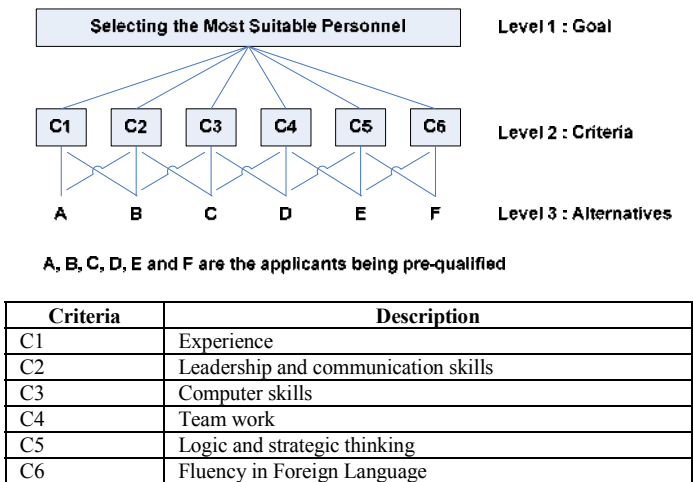


Figure 2. Recruitment and Selection Criteria

In this research, context diagram and data flow diagram (DFD) are used for modeling processes, while Entity Relationship Diagram (ERD) is used to define the data storage for the systems. Fig. 3 shows system context and data flow

diagram of the system. Fig. 4 shows entity relationship diagram of the system.

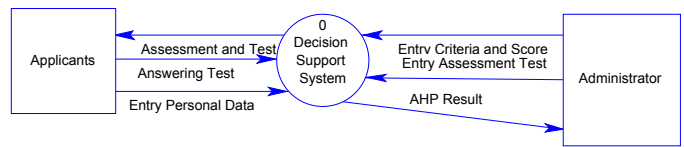


Figure 3. System Context Diagram

Application software is developed through process analysis, design, coding, whereby the software will be able to support the implementation of business processes of an organization, such as management of applicants, testing, and supporting decision for personnel selection.

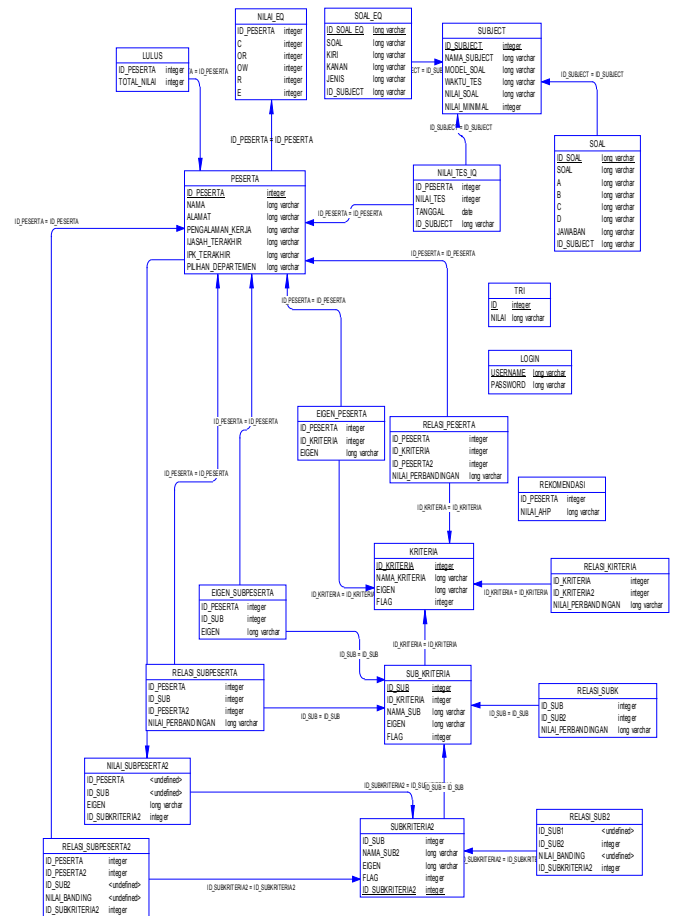


Figure 4. Entity Relationship Diagram

The main sub-system of the proposed framework is developing AHP. The design of the AHP must satisfy the goal of developing model that allowed the management to decide which candidate to be selected from the list of qualified candidate, the problems in the human resource department are numerous and the interrelationships among the criteria are extremely complicated. In any model development of AHP, the

users needs to identify the goals of the research and the problem faced in order to achieve the goals [2].

The procedure for using the AHP can be summarized as [3]:

1. Model the problem as a hierarchy containing the decision goal, the alternatives for reaching it, and the criteria for evaluating the alternatives. Fig. 2 shows the criteria which used by the system.
2. Establish priorities among the elements of the hierarchy by making a series of judgments based on pairwise comparisons of the elements. Table 1 shows scale of pairwise comparison. The table is used to compare each criterion with each other criterion, one-by-one.
3. Synthesize these judgments to yield a set of overall priorities for the hierarchy.
4. Check the consistency of the judgments. Experience suggest that the consistency ratio (CR) or inconsistency ratio (IR) value should be between 0 and 0.10 or within ten percents of what would be the outcome from random judgments is acceptable [2].
5. Get a final decision based on the results of this process.

TABLE 1. SCALE OF PAIRWISE COMPARISONS

Intensity of importance	Definition	Explanation
1	Equal importance	Two activities contribute equally to the objective
2	Weak or slight	
3	Moderate importance	Experience and judgment slightly favor one activity over another
4	Moderate plus	
5	Strong importance	Experience and judgment strongly favor one activity over another
6	Strong plus	
7	Very strong	An activity is favored very strongly over another
8	Very, very strong	
9	Extreme importance	The evidence favoring one activity over another is of the highest possible order of affirmation

For ranking process, Simple Additive Weighting method is used, because it is a proportional linear transformation of the raw data, so the standardized scores remain equal. SAW which is also known as weighted linear combination or scoring methods is a simple and most often used multi attribute decision technique [12]. The method is based on the weighted average. An evaluation score is calculated for each alternative by multiplying the scaled value given to the alternative of that attribute with the weights of relative importance directly assigned by decision maker followed by summing of the products for all criteria.

IV. RESULT AND DISCUSSION

This part described in detail the testing process for the framework that has been implemented. Tests performed on each menu as a whole, with the aim to be seen whether the program runs well. Firstly, data of each applicant entered into the form of job applicants. Inputted data is personal data, such as name, address, place and date of birth. Moreover, there is also academic data, which includes work experience, education background, and English proficiency test. After that, criteria and sub-criteria inputted to the system, which followed by the score for each criteria and sub criteria for each job vacancy. Fig. 5 depicts criteria and sub criteria of the system, and Fig. 6 displays inputting value for each criteria and sub criteria. In this system, 6 criteria are used (Fig. 2). This program is built in a flexible, where the criteria can be removed, replaced and added.



Figure 5. Criteria for selection model

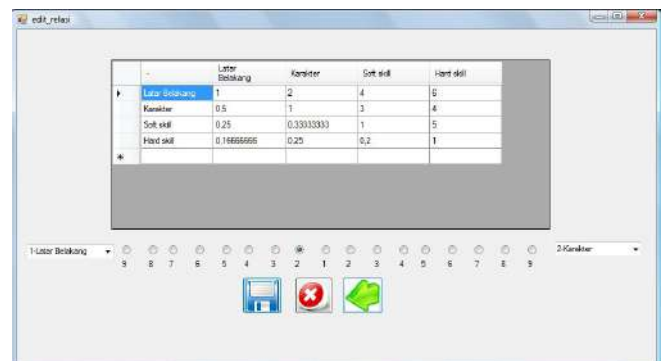


Figure 6. The verbal comparison form

This program can be used to conduct an assessment of existing employees within the company. The system will process the score of each criteria based on the results of the criteria multiplied by the value of the sub-criteria. The expectation is if there are employees who are less fit, it is advisable to be transferred to another position.

The results of the implementation of the system can be seen in Fig. 7 with the results that have been sorted by the highest score of an applicant.

nama_peserta	nilai_ahp
Evelyn Citra Wira Dipu	0,3991
Zulva Rahayu	0,1974
Yasasi Narestifury	0,1954
Debby Cynthia Harjo	0,1628
Maria Stephanie	0,0952

Figure 7. Synthesis form

Based on the investigation it was identified that though AHP-SAW has an enormous impact in reducing the degree of subjectivity in the decision making process. The Consistency Ratio (CR) was used to inform the decision maker is any personal preference was involved into the recruitment and selection process.

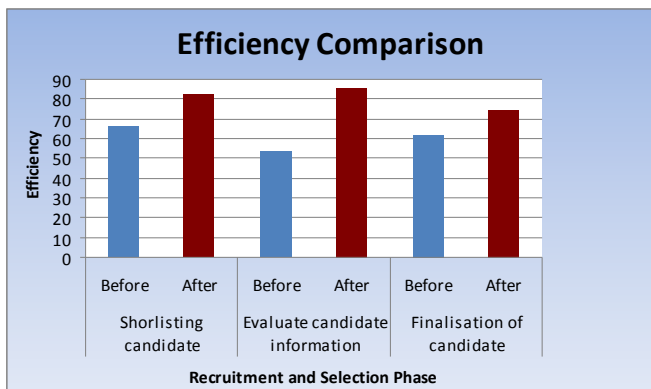


Figure 8. Efficiency comparison test

As can be seen from Fig. 8, the implementation of the system gave positive impacts. As a result of the proposed framework the throughput efficiency of the overall recruitment and selection process improve significantly. It can reduce manual labor by 85.7% and speed up the overall time by 74.8%. Thus in conclusion the proposed solution increases the overall throughput efficiency of the candidate selection process whilst improving the quality of the overall recruitment and selection.

V. CONCLUSIONS

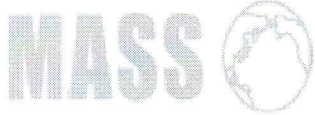
In this paper, AHP-SAW approach for recruitment and selection processes was presented. The method was applied using data from a real case in the Pulp and Paper companies.

This application will generate the output score of candidates, so that employees who have the highest score will have a great opportunity to be admitted to the employee in the company.

For the future research, considering the fuzziness of executives' judgment during the decision-making process is crucial. By using fuzzy theory, it can be implemented to reduce uncertainty condition.

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Author: Leo Santoso, Arnold Halim, Alexander Setiawan

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