

2008 5th International Conference on Service Systems and Service Management

**Melbourne, Australia
30 June- 2 July 2008**

Pages 1-354



IEEE Catalog Number:
ISBN 13:

CFP08599-PRT
978-1-4244-1671-4

Table of Contents

Analyzing High-Leverage Corporate Innovation Using the Data Surface Mining Technique	1
<i>Daniel Berg,, Norman G. Einspruch</i>	
On the Post-impact Evaluation of Tourism Crisis based on Background Trend Curve	6
<i>Yu Cai</i>	
Enabling the Enabler: Information Technology and the Services Sector	12
<i>Stephen J. Murrell, Daniel Berg, Norman G. Einspruch</i>	
Study on the Operation Mode of Knowledge Market Supporting Knowledge Share in Supply Chain	16
<i>Xu-mei Zhang, Yu-rong Zhang, Hui-tao Zhang, Han-guang Qiu</i>	
General Service Pricing Strategies Research Based on Dynamic Stochastic Wealth Model	21
<i>Yongming Cai and Wei Chen</i>	
An Extended Problem of Supply Chain Contract with Options	26
<i>Zhi Li, Lindu Zhao, Ruizhu Han</i>	
Disruption Coordination of Complicated Supply Chain Based on AWQD	32
<i>Linbo Qu, Lindu Zhao and Ruizhu Han</i>	
Economic Sector Analysis of China's 100 Largest Companies	38
<i>Daniel Berg, Norman G. Einspruch</i>	
The collaborative distribution strategies in a dual-channel supply chain with electronic and retail channels	41
<i>Bin Dan, Jian Xiao, Xu-mei Zhang</i>	
Utility of Real-time Decision-making in Commercial Data Stream Mining Domains	46
<i>Clifton Phua, Vincent C S Lee, and Kate Smith-Miles</i>	
Workforce Management in Project-oriented Shared Service Organization	52
<i>Rongzeng Cao, Wei Ding, Chunhua Tian</i>	
Study on 4PL as Coordinating and Constructing Agent for Supply Chain System - A Transaction Cost Theory Approach	58
<i>Guojun Ji</i>	
Service Value Delivery System Based on Time-Based Competition	64
<i>Guojun Ji</i>	
PreQTender: Web-based Prequalification for Tender Management System in Construction Projects	70
<i>Armidayu Idura Abdullah, Noor Maizura Mohamad Noor, Mustafa Man</i>	
Measuring Function Points from VDM-SL Specifications	76
<i>Tomoko Miyawaki, Junichi Iijima and Sho Ho</i>	
Situation-Driven Processes for Semantic Web Services	82
<i>Stefan Dietze, Alessio Gugliotta, John Domingue</i>	
Electronic Identification, Personal Privacy and Security in the Services Sector	87
<i>Stephen Murrell and Norman G. Einspruch</i>	
Study and Implementation of hybrid scheduling algorithm on JSP	94
<i>Zang Daxin, Yao Jianhua, Jin Maozhong</i>	
The Expected Net Present Value Solution and Their CLV Comparison of Two Kinds of Markov CRM models	100
<i>Chen Bocheng, Chang Zhenhua and Liu Wenhua, Li Yingjie</i>	
A Compact Index Structure with High Data Retrieval Efficiency	105
<i>Hung-Yi Lin</i>	
Critical Factors for the Effectiveness of Clinical Pathway in Improving Care Outcomes	110
<i>Jinghua Shi, Qiang Su, Zhongsheng Zhao</i>	

Table of Contents

Using Six Sigma in New Service Development	116
<i>Atarod Goudarzlou*, Tan Kay Chuan</i>	
A Comprehensive Framework for Measuring Service Quality Perceptions of Patients: A Case of Indian Hospitals	122
<i>P. Padma, L. Prakash Sai and Chandrasekharan Rajendran</i>	
Case Study Analysis of Six Sigma in Singapore Service Organizations	128
<i>A. Chakrabarty and K.C. Tan</i>	
Trade Facilitation in Logistics Services: Some Evidence from a Express Delivery Service Provider	134
<i>Chua Suet Ling, Garg, M., Goh, M., and De Souza, R.</i>	
Emergency Service Modes of Supply Chains with Replenishment Sources	140
<i>Lindu Zhao, Li Sun</i>	
A Study on the Continuous Adoption Intention Model of Information Systems - Cognitive Process, Emotional States, and Belief Bases	147
<i>S.C. Wang, Y.S. Lii, E. Sy, and K.T. Fang</i>	
The evolving relationships between the State, quality of business support services, H/R training, technology, and SMEs' development in Vietnam	154
<i>Thanh Hai Nguyen, Quamrul Alam, Daniel Prajogo, Ai Ngoc Duong</i>	
Assuring Information Quality in Web Service Composition	160
<i>Ying Su, Jie Peng, Zhanming Jin</i>	
The Multi-Period Supplementary Supply-Order System: An Inventory Game	166
<i>Xiang Li, Yongjian Li, Xiaoqiang Cai, Gang Yu</i>	
A Stochastic Model for Dynamic Capacity Allocation of Container Shipping Two-Dimensional Revenue Management	172
<i>Li Bingzhou</i>	
Research on Organizational Knowledge Sharing Framework based on CAS Theory	179
<i>Guoling Lao, Luyuan Xiao, Qinyun Wang, and Zheng Qin</i>	
Service Innovation Analysis Based on the Value Chain Approach	185
<i>Lifang Peng, Yanfei Zhang, ail.com Qi Li, Ruey Shin Chen</i>	
Profit Optimization with Coexisting Buy-Back and Wholesale-Price Contracts	191
<i>Kaori Fujiwara and Akio Koide</i>	
Design of Education Service Quality Improvement of Airlangga University by Applying Quality Function Deployment (QFD) Model	196
<i>Febriana Wurjaningrum</i>	
The impact of government policy and land accessibility to the development of SMEs: Do industrial cluster and network models work in Vietnam?	202
<i>Thanh Hai Nguyena, Quamrul Alamb, Daniel Prajogoc</i>	
Approaches to Analyze and Optimize Inventory-Controlled Service Systems using Taguchi Method and Ant Algorithms	210
<i>Matthias Becker and Helena Szczerbicka, Honam Kim</i>	
Web Services Based Workflow Architecture for RFID Applications using Service Chains	215
<i>David Sundaram, Schalk Pienaar, and Selwyn Piramuthu</i>	
A Conceptual Model for Enterprise System Evolution	221
<i>Zeng Zhen-xiang, Huang Chun-ping, Zhang Pei, Yue Da-wei</i>	
Analysis and Design of a Supply Chain Logistics Hub for After Market Automotive Parts Distribution	225
<i>C.S. Liu, Charles V. Trappey, Amy J.C. Trappey, Anlin Y.L. Hung, Ashley Y.L. Huang and W.T. Lee</i>	

Table of Contents

Re-building a New Algorithm of the Out-patient Appointment System to Reduce Long Waiting-time-a Case Study	230
<i>Yue Zhou, Jiahua Li, And Fukuya Ishino</i>	
An Approach to Evaluate and Enhance the Retrieval of Semantic Web Services	235
<i>Stefan Schulte, Julian Eckert, Nicolas Repp and Ralf Steinmetz</i>	
Closing the Loop on Product-Based Services with Condition Monitoring	242
<i>Sarah M. Ryan, Bhavana Padakala, and Xiang Wu</i>	
Two-Stage Supply Chain Scheduling with an Option of Outsourcing in Stage One	248
<i>Xiangtong Qi</i>	
The Formation and Evolution of Ecological Communities in Digital Creative Industry	254
<i>Weihui Dai, Xuan Zhou, Yue Yu</i>	
Implementation of Total Productive Maintenance in Healthcare: A Pilot Study	260
<i>Rungchat Chompu-inwai, Sirinya Tipgunta, and Anupong Sunawan</i>	
Iterative Procurement Combinatorial Auction Based on Price-Quality Bidding	266
<i>He Huang, Jian Chen, Hongyan Xu</i>	
Information Risk Management in Financial Service	271
<i>Xie Anshi, Dingyan, Shangwei</i>	
Dynamic Device and Service Discovery Extensions for WS-BPEL	276
<i>Hendrik Bohn, Frank Golasowski, Dirk Timmermann</i>	
Customer relationship management in practice: A case study of hi-tech company from China	282
<i>Jun Wu</i>	
A Case Study in the Design of Service Networks for Reverse Logistics	288
<i>Rajesh Piplani, Ashish Saraswat, and Hafidza Binte Othman</i>	
Capturing the aftermarket in engineering organizations: opportunities and challenges	293
<i>Stewart Johnstone, Andrew Dainty and Adrian Wilkinson</i>	
Rapid response with TOC methodology	298
Blog Effects on Brand Attitude and Purchase Intention	305
<i>Ja-Shen Chen, Russell Ching, Hsien-Tung Tsai, Yi-Jean Kuo</i>	
Research of Coupling Relation between City Logistics and Economy based on Artificial Neural Network	311
<i>Fang Xie, Shouwen Ji, Yang Liu, Xinghua Huang</i>	
The Evolution Of Services Science	317
<i>Seyed Hossein Siadat, Veronica Clement Buyut, Wardah Zainal Abidin</i>	
The Effects of Service Brand Communication on Consumer Brand Attitudes: An Empirical Research Based on China's Insurance Brand	322
<i>Wei Qiu, Changhong Bai</i>	
Integrated Change and Release Management towards Autonomic Computing	327
<i>Shanshan Chen, Hongxun Jiang</i>	
Research on Public Service Platform for SMEs Based on Remote Consultation	332
<i>Xiaolan Zhang, Shuyi Liang</i>	
Dynamic Broker-based Service Selection with QoS-driven Recurrent Counter Classes	337
<i>Reza Tabein, Ali Nourollah</i>	
Broker-based Web Service Selection using Learning Automata	343
<i>Reza Tabein, Mahdi Naser Moghadasi, Alireza Khoshkbarforoushha</i>	
Optimization Tool to Form Combinatorial Teams during Implementing Service Systems	349
<i>Pierre H. Mouawad, Lyes Kermad, and Abderrahman El Mhamedi</i>	

Table of Contents

Application and Model of CRM Strategy Map: an Empirical Study in China	355
<i>Qingliang Meng, Nongji Zou, Guangming Zhang</i>	
Research on Cross-selling in the Express Delivery Enterprise Based on Data Mining	360
<i>Jingyun Huang, Shouwen Ji, Haiyao Xie, Xiaohua Wang</i>	
A Patterns-oriented Approach to the Management of E-Business Networks and Services	366
<i>Pradeep Ray, N. Parameswaran and Lundy Lewis</i>	
Web-based Advertising in China: a Brief Review	372
<i>Shuguang Liu, Hao Duan</i>	
Agent Problems in Investment Project Evidence from China's Stock Market	378
<i>Yu Guo, Haiying Gu</i>	
Simulation of Remanufacturing in Reverse Supply Chain Based on System Dynamics	382
<i>Da Qingli, Sun Hao, Zhou Hui</i>	
Review on the Development of Knowledge Sharing Platform	388
<i>Wang zheng, Jiang Luquan, Qi Yibin</i>	
Review on the Development of Urban Commercial Banks in the Yangtze River Delta Area	392
<i>Qi Yibin, Jiang Luquan, Wang zheng</i>	
An Study on Customer Perceived Service Injustice in Chinese Hospitality Service	398
<i>Lishan Xie, Xiaoyun Han, Jinghong Gong</i>	
Distributed Autonomic Management: An Approach and Experiment towards Managing Service-Centric Networks	404
<i>Pradeep Ray, N. Parameswaran, Lundy Lewis, and Gabriel Jakobson</i>	
Event-driven Service-Oriented Architecture	410
<i>Zakir Laliwala, Sanjay Chaudhary</i>	
A Framework for IT Outsourcing Decision Process	416
<i>Zhang Pei, Zeng Zhen-xiang, Huang Chun-ping</i>	
Coordination of Quality, Retail price, Marketing Investment and Logistic Investment Based on the Game of Quality and Price in SCM	420
<i>Ge Gao, Tianyong Wang , Taudes Afred, Zhao Shukuan</i>	
A Study of Service Innovation in Airlines Based on Experiential Services	426
<i>Ren Xinhui</i>	
ANALYSIS of the EPC PERIOD DECIDING MODEL BASED on the GAME THEORY	432
<i>Zhang Yang, Han Qingmiao, Liu Changbin and Sun Jinying</i>	
The Empirical Analysis of Technical Progress Efficiency and Risk in Chinese Banking	437
<i>Shangxin Liu, Haiying Gu</i>	
An Application of Two-tier Cooperation Problem Solution Model in Air Traffic Service	442
<i>Zhao Yifei</i>	
Design of a Oil Management Game Software	447
<i>Balram Avittathur, Ashok Banerjee</i>	
A model for the Relationship between Customer Knowledge Management and Service Innovation Capability	453
<i>Zhang Hongqi, Lu Ruoyu</i>	
Evolution of E-business Transformation Strategy: A Four Dimension Model	458
<i>Qingfeng Zeng, Xinmiao Li</i>	
Incoming Tourists' Impression On China: A Perspective Of Psychic Distance	463
<i>Lixin Yu</i>	

Table of Contents

A Case Study of the ERP System Application in the Aviation Maintenance Department of H Company	467
<i>Li Haigang, Yin Wanling</i>	
Study of Application of Grid Technology in E-Commerce	471
<i>Li Haigang, Yin Wanling, Zhengxi Xi</i>	
Bonded Logistics Park and Neighboring Bonded Zone Development Mode and Game Analysis.....	476
<i>Yi He, Guojun Ji and Aihua Liu</i>	
Ecological Supply Chain Based on By-Product Exchange.....	482
<i>Guojun Ji, Ruxiu Zhang</i>	
The Governance of Distributor in Different Supply Chains.....	488
<i>Guojun Ji, Qiaohong Zhang</i>	
A Case Study on the Construction of the Auxiliary Material Order and Warehousing Management Information System	493
<i>Chunming Xie, Yingzi Xiong</i>	
Risk Control of Book Supply Chain: A Case Study.....	497
<i>Cunlu Zhang, Yangfan Lin</i>	
The Automated Guided Vehicle Problem in Logistics Operations.....	502
<i>Zhaowei Miao, Guojun Ji, Rui Qiangy, and Fan Wang</i>	
China's Clothing Logistics: Problems and Solutions.....	508
<i>Guojun Ji, Zhenghui Yuan</i>	
Study on Supply Chain Disruption Risk Management Strategies and Model.....	512
<i>Guojun Ji, Caihong Zhu</i>	
Study on Charging Model of Third-party Take-back to Mobile Phone Producer Based on Extended Producer Responsibility	518
<i>Zhiduan Xu</i>	
Implementing Corporate Culture Fit Across Networked Enterprises - A Multiagent Coevolution Path Approach	523
<i>Khalid Al-Mutawah and Vincent C S Lee</i>	
Mobile-Phone Users' Attitudes Towards' Mobile Commerce & Services in the Gulf Cooperation Council Countries: Case Study.....	529
<i>Nick-Naser Manochehri, Yousuf Salim AlHinai</i>	
Analysis and Evaluation of Capability Elements of Logistics Enterprise Based on Customer Value.....	535
<i>Wei Jia, Mingli Zhang, Bao Wang</i>	
A Model of Capacity Control with Overbooking for a Two-leg Airlines Network.....	542
<i>Liping Xu, Jinlin Li</i>	
The impact of knowledge management infrastructure on organisational competitiveness in a Confucian-socialist market economy	547
<i>Thi Nguyet Que Nguyen, Philip A. Neck, Thanh Hai Nguyen</i>	
A Comparison study of heuristics for solving the 2D Guillotine Strip and Bin Packing Problems.....	553
<i>Abdelghani Bekrar and Imed Kacem</i>	
Using Extend Simulation Tool to Study the Logistic Requirements of the Standing Contingency Task Force	559
<i>Yawei Liang</i>	
A Review of Literature on Enterprise Resource Planning Systems	565
<i>Yan Xu, Nasrin Rahmati, and Vincent C S Lee</i>	
Decision Support for Web-based Prequalification Tender Management System in Construction Projects	571
<i>N. M. Mohamad Noor, Rosmayati Mohemad, Mustafa Man and Armi Idayu Abdullah</i>	

Table of Contents

Store Brand Use: Economic Benefit, Hedonic Benefit, and Cost for Indonesian Retailers.....	577
<i>Tanti Handriana and Ridho Adhie Hernowo</i>	
A Framework for Partner Selection Criteria in Virtual Enterprises for SMEs.....	582
<i>Noor Azliza Che Mat, Yen Cheung, and Helana Scheepers</i>	
Research Model on E-Commerce Systems Performance Measures	589
<i>J.H. Huang, X.M. Jiang, L. Zhang</i>	
The Market Structure of the Video Game Industry: A Platform Perspective	594
<i>Sizhu Tan, Mingzhi Li</i>	
The Learning Mechanism Design with Petri Nets for Adaptive Agent.....	598
<i>Qing Zhou Xuefeng Guo</i>	
Cultural Differences in Electronic Marketplaces.....	603
<i>Yan Zhu, Mathieu Leboulanger, Yan Li</i>	
Real Time Decision Rule for Online Retailer on Partial Backordering	608
<i>Shuo Huang, Yifan Dou</i>	
A New Optimal Model according to Broker's Benefit and Its Application	617
<i>Zhang Yu-lin; Huang Bao-feng; Xue Jin</i>	
Replenishment and Dispatch Policies with Transportation Capacity for VMI System.....	622
<i>H.Yu, L. Liu</i>	
Optimal Acquisition and Refurbishing Policies with Quality-based Cost	627
<i>Cansheng Wei, Yongjian Li, and Xiaoqiang Cai</i>	
An inventory model for perishable items with two retailers.....	634
<i>Jun Li, Jiongwei Mao</i>	
The effect of demand uncertainty in a price setting Newsvendor Model.....	635
<i>Ming Xu, You Chen</i>	
Minimizing the earliness-tardiness costs on a single machine	636
<i>Maher Rebai, Imed Kacem</i>	
Control of Traffic Lights in Intersection: A New Branch and Bound Approach	641
<i>F Yan, M Dridi and A El Moudni</i>	
Approach for optimized and dynamic medical emergency management	647
<i>Amir Hajjam, Jean-Charles Creput and Abder Koukam</i>	
A Strategy for Designing Direct Foreign Investment Service Platform - a case study of Chinese SMEs in GMS	653
<i>Gu Youjin and Gong Yingmei</i>	
Business 2.0: A Novel Model for Delivery of Business Services.....	659
<i>Poh-Hean Yap, Kok-Leong Ong, and Xungai Wang</i>	
Using Web 2.0 Applications to Deliver Innovative Services on the Internet	664
<i>Nathan James Koris, Adam Peter Hoddinott, and Kok-Leong Ong</i>	
Recommendation System for IT Software Project Planning: a Hybrid Mining Approach for the Revised CBR Algorithm	668
<i>Heng-Li Yang and Chen-Shu Wang</i>	
Weblogs for Market Research: Improving Opinion Detection using System Fusion	673
<i>Deanna J. Osman, John L. Yearwood, and Peter W. Vamplew</i>	
An Investigation of Virtual Worlds Adoption: A Research Framework and Empirical Study.....	679
<i>Guangying Hua, Dominique Haughton</i>	

Table of Contents

Using Text Mining to Analyze User Forums	684
<i>Ronen Feldman, Moshe Fresko, Jacob Goldenberg, Oded Netzer, Lyle Ungar</i>	
Review of Data Mining Clustering Techniques to Analyze Data with High Dimensionality as Applied in Gene Expression Data (June 2008).....	689
<i>M. Aouf, L. Lyanage and S. Hansen</i>	
Web Mining Techniques for On-line Social Networks Analysis.....	694
<i>I-Hsien Ting</i>	
An Empirical Study of Genetic Programming Generated Trading Rules in Computerized Stock Trading Service System.....	699
<i>Devayan Mallick, Vincent C.S. Lee and Yew Soon Ong</i>	
Implementing e-CRM using Intelligent Agents on the Internet	705
<i>Ashis K. Pani and Pingali Venugopal</i>	