

Proceedings of the

International Conference on Information Management, Innovation Management and Industrial Engineering

19-21 December 2008 / Taipei, Taiwan



Los Alamitos, California

Washington • Tokyo



TABLE OF CONTENTS

SESSION 1: INFORMATION MANAGEMENT, INFORMATION SYSTEM AND TECHNOLOGY

A Hybrid Methodology Integrated of Gray Relational Analysis and Case-Based Reasoning for Customer Segment	1
<i>Cao Guo, Qian Bing</i>	
A Multiple Representation Entity-Based Approach to Hybrid Traffic Simulation Model	5
<i>Huang Weinan, Sun Jian, Li Keping</i>	
A Quantitative Study of the Evolution of Telecommunication Industry's Value Chain and Operator's Operation Mode in China	11
<i>Liu Li</i>	
A Robust Clustering Method for XML Documents	17
<i>Bin Zhao, Yong-Sheng Zhang, Hua-Xiang Zhang</i>	
A Strategic Framework for Technology Evaluation	22
<i>Jie Hou, Qiang Lu, Yuanye Han</i>	
A Study of Rationality Test Rules for Software Process Model	26
<i>Ergude Bao</i>	
A Study on the Transformation Obstacle Factors of Scientific and Technological Achievements Based on Tianjin Firms	31
<i>Peng Zheng-Yin, Xin Zhou, Jian Lu</i>	
Architecture of Information System Combining SOA and BPM	40
<i>Yang Liu, Enzhao Hu, Xudong Chen</i>	
Credit Rating of Small Business with Trapezoid Fuzzy Linguistic Variables	44
<i>Liang Xue-chun, Dai Lan</i>	
Design and Implementation of Multimedia Information Management	48
<i>Yan Hao, Diao Xing-chun, Wang Ting</i>	
Empirical Study on Impact of Information Technology on Construction Firm Performance	52
<i>Jun Sun, Lieyun Ding, Xi Gu</i>	
Improving Construction Collaboration Performance through Supply Chain Control and Management	56
<i>Wenfa Hu</i>	
Information Visualization of Special News Text Sets	60
<i>Haizhong An, Na Cui, Wenjing Yu, Lixiao Wang, Aihua Zhao</i>	
Integrated Modeling and Information Interaction Mechanism of Collaborative Production Information	65
<i>Zhang Meihua, Li Aiping, Xu Liyun</i>	
Integrated Schedule Information Model for Airport Construction Projects	69
<i>Guangshe Jia, Xiangdong Xue, Li Cao, Jianguo Chen</i>	
Lagrangian Relaxation Algorithms for Re-entrant Hybrid Flowshop Scheduling	76
<i>Shujun Jiang, Lixin Tang</i>	

Macroscopic Growth Process and Stage Analysis of Information Systems of Chinese Manufacturing Enterprises	80
<i>Bi Xinhua, Qi Xiaoyun, Yu Baojun</i>	
Management Information System Database Structure Design Based on the Uncertain Data Objects	86
<i>Yan Hao, Diao Xing-chun</i>	
Modeling of Earlier Defective State Identification Based on Condition Monitoring Information	90
<i>Ying Wang</i>	
Pharmaceutical Piece Picking Task Tracking System Design Based on RFID Automatic Identification Technology	94
<i>Zhigang Zhou, Jianbo Wu, Qiong Qiao</i>	
Regional Railway Freight OD Estimation Based on Multi-source Information	99
<i>Jin Shan, Xu-hong Li</i>	
Requirements Modeling of Web-Based Scheduling Information System	103
<i>Yu Jun, Hu Zhi-yi</i>	
Research on Knowledge Transfer of Automobile Manufacturing Industry Affecting Supply Chain Performance	107
<i>Lu Yanqiu, Jing Xudi, Gao Wei</i>	
Research on Retailers' Horizontal Information Sharing Strategy for Vendor Managed Inventory Supply Chain	111
<i>Kong Xiangrong, Han Botang</i>	
Research on Risk Evaluation and Risk Optimization of IT Projects	117
<i>Yuang Quan, Long Zi-quan</i>	
Research on the Model of Collaborative ERP Based on GDSS	122
<i>Sheng Yao</i>	
Stochastic Chance-Constrained Goal Programming Model and Algorithm of Oilfield Measures	127
<i>Jiekun Song, Tao Zhang, Zaixu Zhang</i>	
Study on Incentive Contract of Total Synergy by Logistics Service Information Grid	131
<i>Zhang De-hai, Kang Shi-ying</i>	
The Impact of Information System Usage on Performance: Based on the Innovation Perspective	135
<i>Qin Min, Xiao Fei</i>	
The Information Filtering Under the Web 2.0 Environment	139
<i>Huixiang Xiong, Xuedong Wang</i>	
The Information Performance after Chlorine Salt Erosion and Structure Performance Enhancement after the Usage of Repair Materials	145
<i>Liu Jin</i>	
The Relationship of Critical Risk Factors in Chinese PPP Projects: Modeling Perspective	149
<i>Jing-feng Yuan, Xiao-peng Deng, Qi-ming Li</i>	
The Research on Informatization of Construction Project Cost Control	153
<i>Wang Fei, Yan Juwei, Shen Bing, Huang Weijian</i>	
The Workshop Management Control System Design to Business Information Technology	157
<i>Yuxian Zhang, Chunhua Meng, Lei Li</i>	

Visual Information Lifecycle Modeling for Effective Construction Management	161
<i>Wenfa Hu</i>	

SESSION 2: INNOVATION MANAGEMENT, INTELLIGENT SYSTEM AND DECISION MAKING

A Chaotic Images Encryption Algorithm with the Key Mixing Proportion Factor	165
<i>Dong Enzeng, Chen Zengqiang, Yuan Zhuzhi, Chen Zaiping</i>	
A Genetic Algorithm-Based Approach for Classification Rule Discovery	171
<i>Xian-Jun Shi, Hong Lei</i>	
A Model for the Ionospheric Clutter in HFSWR Radar	175
<i>Long Zhao</i>	
A Model of Travel Time Reliability Based on Risk Aversion.....	179
<i>Xin-Quan Liu</i>	
A New Approach to Construction Project Risk Assessment Based on Rough Set and Information Entropy.....	183
<i>Huawang Shi, Wanqing Li, Wenqing Meng</i>	
A Novel Partner Selection Solution Based on the Clonal Selection Algorithm.....	187
<i>Junsan Zhan</i>	
A Research to Uncertainty in Reverse Logistics Decision Making	191
<i>Zhang Xiao-le, Andrew Potter, Xiao Hong-jun</i>	
An Efficient Outlier Mining Algorithm for Large Dataset.....	195
<i>Peng Yang, Biao Huang</i>	
An Empirical Study on the Relationship Between Team Climate for Innovation and Perceived Innovativeness in R&D Teams	199
<i>Li Yuan, Gao Peng, Tang Chaoying</i>	
Application of Artificial Neural Network in Video Compression Coding.....	203
<i>Yong Zhang, Ming Ming Zhang</i>	
Application of Data Mining Classification Algorithms in Customer Membership Card Classification Model.....	207
<i>Lin Zhang, Yan Chen, Yan Liang, Nan Li</i>	
Application of Feedback Equalizer Based on the Least Squares Detection in the UWB System	212
<i>Jing Li, Xianliang Chen, Chao Wan</i>	
Application of Grey Relation Projection Method in Evaluation of Regional Innovation Capability.....	216
<i>Ming Qi, Jingxu Xie</i>	
Comparative Study of the Innovation Ability Based on the Maintenance Status of Domestic and Foreign Patents.....	220
<i>Yongzhong Qiao</i>	
Cooperate Company Selected by Fuzzy Neural Network on Rough Set Theory	224
<i>Cao Jie, Chen Sen Fa</i>	
Core Self-Evaluations and Leadership Emergence in Autonomous Work Teams: The Mediating Effect of Team Process	229
<i>Ruimin Pei, Hong Li</i>	

Data Mining Applications in the Banking Industry in China (1998-2007)	236
<i>Zhao Dan</i>	
Data Mining for Needy Students Identify Based on Improved RFM Model: A Case Study of University	240
<i>Deng Bin, Shao Peiji, Zhao Dan</i>	
Decision-Making Model of Firm R&D Expenditure Based on Managerial Discretion	244
<i>Zhang Chang-zheng, Tian Hao</i>	
Decision-Making Process Analysis of Customer Requirements Driven Cooperated Product Development & Cooperated Production Control	250
<i>Mingshun Yang, Yan Li, Shujuan Li, Qilong Yuan</i>	
Effect of Regional Culture in Regional Innovation System - A Case Comparison Between Silicon Valley and Tsukuba	254
<i>Duan Zhao, Feng Qian</i>	
Empirical Study on Port Logistics Competitiveness Based on FCE—AHP	259
<i>Liu Xuelian, Jiao Xinlong, Ma Tianshan</i>	
Exclusive Firm Knowledge Innovation Based on Evolution Biology	266
<i>Shu-guang Xiao</i>	
Exploration of Dual Organization in Internal Management of NGO	270
<i>Wang Jie</i>	
Forecast Forex with ANN Using Fundamental Data	275
<i>Ming Hao Eng, Yang Li, Qing-Guo Wang, Tong Heng Lee</i>	
Fractal Analysis of Artificial Financial Market with Crowd Behavior	279
<i>Jingyuan Ding, Qing Li, Zhen Li</i>	
Fuzzy Multiple Criteria Decision Making Method Based on Prospect Theory	284
<i>Jian-qiang Wang, Teng Sun</i>	
Grey Correlation in the Combined Weights of Power Load Forecasting Application	288
<i>Huang Yuansheng, Zhang Huijuan</i>	
Innovations Diffusion on Heterogeneous Newman-Watts Small-World Network: A Computer Simulation	292
<i>Na Wang, Xingzhe Wang, Qiming Sun, Ling Zhao</i>	
Location Selecting Innovation of Analyzing the Jiangxi Gannan Navel Orange Physical Distribution Collection and Distribution Center Using AHP	296
<i>Lu Xiaoyong, Xue Huizhen, Guo Linlin</i>	
Method for Fuzzy Interval Numbers Multi-attribute Decision Making with Preference Information	301
<i>Yanbing Gong, Jiguo Zhang, Deng Jiangao</i>	
Multi-level Fuzzy Comprehensive Evaluation for Competitiveness of Network Product	305
<i>Ming Qi, Jingxu Xie</i>	
Particle Swarm Optimization and Neural Networks Application for Twin-Spirals Scroll Compressor Performance Prediction	309
<i>Bin Peng, Hongsheng Zhang, Li Zhang, Zhenquan Liu</i>	
Poverty Grade Evaluation Model Based on Multilevel Fuzzy System	313
<i>Enzhao Hu, Yang Liu</i>	
Regional Innovation Network Construction and Development on the Basis of Date Envelopment Analysis: Evidence from Guangdong Province, PRC	317
<i>Fan Xia, Zhu Guilong</i>	

Research on Comprehensive Evaluation for Integrated Innovation Capability Based on Fuzzy Hierarchy Theory	321
<i>Xi Xiuyan</i>	
Research on CRM Performance Evaluation Based on Fuzzy Comprehensive Algorithm	325
<i>Tianbiao Yu, Jing Zhou, Yang Zhang, Shengguang Dong, Wanshan Wang</i>	
Research on Exception Monitoring and Handling Based on Petri Nets	331
<i>Weijian Huang, Yuanyuan Shi</i>	
Research on Knowledge Innovation in Virtual Enterprise	335
<i>Zhang Hongbing, Fan Ronghui, He Jinsheng</i>	
Research on Value Creating Mechanism of Creative Destruction Based on Value Chain	339
<i>Chen Xiaojuan, Fang Shijian, Huang Yi</i>	
Reverse Logistics	345
<i>Chaihou Zhao, Weiming Liu, Bei Wang</i>	
Safety Analysis of Level Crossing Surveillance Systems Using Fuzzy Petri Nets	350
<i>Chi-Chung Tao, Tsung-Chin Lin</i>	
Solving Hybrid Multi-attribute Decision-Making Problem Based on Imprecise Weights	354
<i>Huang Wei, Yao Shengbao</i>	
Study of Chinese Entrepreneur's Incentive Evolvement on the Basis of Path-dependence Theory	360
<i>Yingjing Wang, Hanhui Hu</i>	
Study on Reasonable Linear Stiffness Ratio in Frame Structure Based on Lagrange Multiplier Method	364
<i>Zhiqin Liu, Guoliang Bai</i>	
Study on the Innovation Process and Synergy Mechanism of Industrial Cluster	368
<i>Haiyan Yan, Bo Xu, Chen Wang</i>	
Study on the Selection of Intellectual Capital Accumulation Model Based on Regional Technology Innovation	373
<i>Wang Ping</i>	
System of CRM Performance Evaluation Based on Fuzzy Comprehensive Algorithm	378
<i>Jing Zhou, Tianbiao Yu, Yang Zhang, Shengguang Dong, Wanshan Wang</i>	
Technology Innovation and Core Competencies: A Empirical Study Based Learning and Social Capital's Perspective	382
<i>Wang Cheng, Lan Hailin, Xie Hongming</i>	
The Analysis of Third Party Logistics Based on Cluster Evaluation Mode	386
<i>Hechun Wang, Jiabin Wang</i>	
The Contribution of Intellectual Capital to Firms' Sustainable Growth Ability: An Empirical Investigation Based on Listed Companies in China	390
<i>Jin Shui-ying, Wu Ying-yu</i>	
The Evaluation Model of Customer Satisfaction in Client Service Hotline Based on BP Neural Network	394
<i>Zan Mo, Chuliang Huang, Zhihao Wu, Guangjun Luo</i>	
The Evaluation on Oil Company Marketing Force Based on K-Means Cluster	399
<i>Yang Donghong, Yang Dongyang, Li Hui</i>	
The Modularization and Dilemma Breakthrough of Industrial Cluster Innovation	403
<i>Liu Yang, Wang Qian</i>	

The Motivation of Building Service-Oriented Government from the Perspective of Chinese Local Government	407
<i>Qi Wei, Chen Xiaojian</i>	
The Optimization Model of Setting the Curb Parking Facilities	412
<i>Wang Shu-chun, Chen Jun, Zhang Hui</i>	
The Research on the Inventory Cost Control of Return Reverse Logistics	418
<i>Yang Donghong, Tan Yujie, Li Hui</i>	
The Rete Algorithm Improvement and Implementation	422
<i>Dongdai Zhou, Yifan Fu, Shaochun Zhong, Ruiqing Zhao</i>	
Weak Signal Detection Based on Duffing Oscillator	426
<i>Ma Li-xin</i>	

SESSION 3: INDUSTRIAL ENGINEERING, ENTERPRISE MANAGEMENT AND INFORMATIZATION

A Closed-Loop Control System Based on the Logistics Cost of Supply Chain	430
<i>Xiong Ping, Yang Mingzhong</i>	
A Comparative Efficiency Evaluation of China’s Logistics Regions Based on Changing Output Indicators	434
<i>Wang Xiao-zhen, Zhou Mei-hua, Dang Jian-min</i>	
A Framework for Assessing Supply Chain Flexibility	439
<i>Quanxi Li, Yibing Qi</i>	
A Mechanical Analysis for Shear Capacity of R/C Deep Flexural Members	443
<i>Chen Meng, Guan Pinwu</i>	
A Mediation Model for the Impact of Organizational Citizenship Behavior on Team Performance	447
<i>Ma Wen-cong, Jiang Luan</i>	
A Method of Traffic Flow Forecast and Management	451
<i>Peng Chen, Keping Li, Jian Sun</i>	
A Quasi-analytical Pricing Formula for Arithmetic Asian Options	456
<i>Jianqiang Sun, Langnan Chen, Jianpo Sun</i>	
An Analysis of the Competitive Ability Based on Core Technology and Product—A Case Study on One of Video Monitoring Corporations in China	460
<i>Ding Zhenhua, Wu Aihua</i>	
An Empirical Research on Determinants of CEO Compensation Based on Chinese Public Companies	464
<i>Yue Qi, Lan Hai-lin, Jiang Luan</i>	
An Empirical Study on the Concentration Ratio of Stockholders Equity and the Corporate Governance Performance in Listed Companies	468
<i>Yang Shuili, Yang Wanshun</i>	
An ITIL-Based IT Service Management Model for Garment Enterprises	474
<i>Haining Wang, Shouqian Sun, Yanan Huang, Shiwei Cheng</i>	
Application of Additive Mass Method in the Compaction Quality Measurement of over Coarse-Grained Soils	479
<i>Chen Tao, Guo Yuan-cheng, Xie Chun-qing, Jin Jun-wei</i>	

Application of Organizational Project Management Maturity Model (OPM3) to Construction in China: An Empirical Study	483
<i>Jia Guangshe, Cao Li, Chen Jianguo, Zhou Shuisen, Wang Jin</i>	
Applications of Distributed Model Predictive Control in Supply Chain Management	490
<i>Fu Jingshuang, Liu Yongtian, Sun Zhizhe, Zhou Jinou, Dong Hai</i>	
Competitive Strategies of Product with Vertical Differentiation	495
<i>Diao Xinjun, Yang Deli, Lin Zhengkui</i>	
Constructing a Risk Management Mechanism Model of ERP Project Implementation	499
<i>Jiangao Deng, Yijie Bian</i>	
Correspondence Analyses Between Logistics Service Modes and Decision Drives of Enterprises	505
<i>Jianming Yao</i>	
Customer Participation, Customer Satisfaction and Customer Loyalty: An Empirical Study on in Real Estate Industry	509
<i>Quanxi Li, Feng Xu</i>	
Decision Analysis on Supply Chain Resources Integration in 4PL Based on Dominant Factor Judgment	513
<i>Jianming Yao</i>	
Decomposition on Energy Consumption Per GDP Based on Factors Substitution	517
<i>Yingling Shi, Nansheng Pang, Liping Wang</i>	
Design and Analysis on Customer Relationship Performance of Enterprises Based on DEA Technique	522
<i>Li Wang</i>	
Empirical Study on Why Listed Companies in China Issue Convertible Bonds	526
<i>Chen Nai-bin, Cao Chong-yan</i>	
Evaluation Research of the Entrepreneur Innovation Ability Based on the Unascertained Measurement Model	532
<i>Yang Chun, Sun Yonghao, Wu Xuyan, Chen Xiaoyan</i>	
Exercise Price of Executive Stock Option and Executive Opportunism in China Listed Companies	537
<i>Huihui Yang</i>	
Exploring the Impact of Customer Loyalty on Market Orientation-Business Performance Relationship: Evidence from Chinese Services Firms	541
<i>Lanying Du, Shuilan Wu</i>	
Game Analysis of the Cooperation Between Suppliers and Core Enterprises in Supply Chains and Cooperation Mechanism Design	546
<i>Hua Jiang</i>	
Heuristic Control Strategy for Decentralized Supply Chain System	551
<i>Dong Hai, Sun Zhizhe, Li Yanping</i>	
Improved VIKOR Algorithm Based on AHP and Shannon Entropy in the Selection of Thermal Power Enterprise's Coal Suppliers	556
<i>Ma Lihong, Zhang Yanping, Zhao Zhiwei</i>	
Model Designed for Selecting Top Executives of an Enterprise Based on Competency	561
<i>Ma Jibin, Zheng Baoqing</i>	
On Value Promotion of Products in Terms of Value Chain	566
<i>Xin-Juan Wang</i>	

Operation Benefit Assessment of Expressway Enterprises Based on SVM	570
<i>Liu Yahui, Chen Yun</i>	
Petri Net Based Business Process Simulation and Analysis Technology	575
<i>Haining Wang, Shouqian Sun, Juanfang Xu, Fuqian Shi, Ning Zou</i>	
Price Forecasting of Supply Chain Product Based on Dynamic Fractal Dimension	580
<i>Jianli Dong, Fudan Zeng, Jianzhou Wang, Haiyan Lu</i>	
Real Options and Process Management of R&D Projects	584
<i>Hongfeng Peng, Liu Hongfang, Liu Min</i>	
Remanufacturing System Cost Management Based on Integration of Target Costing and Activity-Based Costing	590
<i>Ma Fei, Yang Hua, Sun Bao-feng, Wu Meng-na</i>	
Research for Production Scheduling of Discrete Manufacturing Enterprise Based on the Theory of Constraints	594
<i>Huang Zongxiang</i>	
Research on Coupling Coordination Degree Model Between Upstream and Downstream Enterprises	599
<i>Quanxi Li, Yong Su, Yilei Pei</i>	
Research on Enterprise Crisis Management Based on CRM	603
<i>Guangyu Yang, Xue Dong</i>	
Research on Enterprise Cycle System and Its Internal Force Based on Hypercycle Theory	608
<i>Yang Yang, Tian Ye-Zhuang, Man Xiao-Li, Zhao Lin-Lin</i>	
Research on Internet Enterprise Niche Separation and Coexistence Model	613
<i>Liu Honglu, Tian Zhihong</i>	
Research on Partners Choice of Virtual Logistics Business for Small and Medium Shipping Enterprises of China	617
<i>Fan Houming, Gao Pingquan, Wang Jin, Jang Mingbao, Sun Meihe</i>	
Research on Performance Appraisal Model for Cooperative Manufacturing Project in Virtual Enterprise and its Application	622
<i>Liu Shu-qing, Chen Xiao-jun</i>	
Research on Relationship Quality of Supply Chain Partners Based on Fuzzy Comprehensive Evaluation	632
<i>Quanxi Li, Yong Su, Yilei Pei</i>	
Research on the Evaluation Model of Core Competence of the Corporation Based on the Balanced Scorecard	636
<i>Yao Li-Gen, Chen Juan</i>	
Simulation Study about Perishable Products Inventory System with Resalable Product Return	641
<i>Ma Qing-Guo, Meng Li-Jun</i>	
Stabilization and Control of Unstable Processes with Large Dead Time	645
<i>See Chek Lee, Qing-Guo Wang, Wei Xing Zheng, N. Sivakumaran</i>	
Study & Application of Grey Correlation Analysis in Lean Production	649
<i>Ci Tie-jun</i>	
Study on the Influence Factors of a New Type of Appliance Maintenance Enterprise's Location Selection	653
<i>Li Ding, Wang Yiwen, Shao Peiji</i>	

Study on the Integrated Cost Management System in Special Steel Enterprises	659
<i>Xiaobing Liu, Yajun Wang, Qiunan Meng</i>	
Study on the Measurement of M & A Performance of Chinese Listed Companies	663
<i>Chao-yang Xu, Jing Huang, Bo Yang</i>	
Study to the Performance Evaluation of Construction Enterprise Project Management Based on the BSC	669
<i>Xu Bing, Yu Hao</i>	
Supply Chain Benefit and Distribution Mechanism Based on Contractor and Material Supplier Produce in Coordination	674
<i>He Shou-kui, Yang Yan-ling</i>	
Supply Chain Model Based on Multi-CODP in Mass Dynamic Customization	679
<i>Wang Yu, Lin Jie</i>	
The Citizens' Material Flow Consumption Analysis - A Case Study of Chengdu	683
<i>Li Ding, Wang Yun-Lin, Fu Yun</i>	
The Effect of Inventory Strategies with Hedging on Electricity Market	687
<i>Wu Zhongqun, Qi Jianxun</i>	
The Empirical Research on the Relationship Between Employee Psychological Contract and Job Satisfaction	692
<i>Cui Huibao, Zhang Shuo, Ding Qiang</i>	
The Game Analysis on Adverse Selection in the Process of Expressway	696
<i>Fu Hongyuan, Tang Wei</i>	
The Interaction Between Land Market and Real Estate Market	700
<i>Zhang Hongli, Lin Cheng</i>	
The Research on Risk Analysis for Technology Innovation Based on Simulation and the Theory of Variable Weight	706
<i>Li Shuang-chen, Yang Yu-mei</i>	
Uncertainty Study of Financial Evaluation of Project Investment	712
<i>Li Wenyi</i>	

SESSION 4: E-COMMERCE, E-GOVERNMENT, INFORMATION SECURITY AND NETWORKS

A Method for Evaluating the Service Quality of E-commerce Websites Based on Ontology	717
<i>Liu Gaoyong, Wang Huiling</i>	
A Quantitative Analysis on the Evaluation & Determinants of Chinese Agribusiness Firm Websites	722
<i>ChunNian Liu, Qin Pan</i>	
A Representative Management Model of Network Security in Enterprise Informatization	728
<i>Fuqian Shi, Hongbiao Xu, Haining Wang</i>	
A Reputation Evidence Distribution Algorithm for P2P Systems	732
<i>Wu Huiting, Guo Yajun, Wang Liang, Wan Chen</i>	
A Web-Based Visual Planning and Scheduling System for Steelmaking and Continuous Casting	736
<i>Da Lu, Sujian Li, Ketai He</i>	
Algorithm of Web Session Clustering Based on Increase of Similarities	740
<i>Chaofeng Li</i>	

An Adaptive Evolution Mechanism for Growing Social Networks	744
<i>Wan Liyong</i>	
An Empirical Research on the Relationships Between Corporate Culture, Organizational Flexibility and Enterprise Performance	749
<i>Xie Weihong, Ye Dan</i>	
An Empirical Study of the Antecedents and Consequences of the Ordinary Member's Commitment in Virtual Communities	753
<i>Zexian Xie, Huaping Chen, Zhenhua Wu</i>	
An Empirical Study on the Affecting Factors of White-Collar Consumer Online Buying in High-Tech Industry Cluster of China	759
<i>Zhao Dawei, Hu Bei, Gu Jiajun</i>	
A Study of Inter-Firm Network Impact Mechanism on Absorption Capacity Under the Dynamic Environment	764
<i>Xiaobo Wu, Zhigang Fan</i>	
Application Integration of Virtual Enterprises in the South-to-North Water Division Program	769
<i>Chai Chunlai, Feng Jingchun</i>	
Closed-Loop Supply Chain Network Design Based on Industry Collaboration	773
<i>Wang Shu-qin, Liu Wei</i>	
Comprehensive Evaluation of E-commerce Websites Based on PCA and SVM	779
<i>Zhang Caiqing, Lin Ming</i>	
Design of E-Government Security System Based on Information Security Model	783
<i>JiaJu Wang</i>	
Design on Wireless and Multi-point Life-Parameter Monitoring System	787
<i>Xiaodong Li, Shaorui Jia</i>	
Evolutionary Game Analysis of the Trust Relationship among the Partners in the Inter-enterprise Collaboration Resource Network	792
<i>Guo Zhi-da</i>	
Factors Impacting Chinese Consumers' Macro-Level Trust on B2C E-commerce: An Empirical Study	797
<i>Shouzhong Wang, Xingyu Wang</i>	
Forecast Stock Market Returns Based on Risk Anticipation	801
<i>Yu Zhao, Miaomiao Yang, Chunjie Qi</i>	
Game Analysis on Supervision in Return Service Under Electronic Business	805
<i>Jun Tan, Zhongchun Mi</i>	
Integrating E-services with a Telecommunication E-commerce Using EAI/SOA Technology	809
<i>Tung-Hsiang Chou, Yu-Min Lee</i>	
Integrating Simulation Optimization with VR for Facility Layout Evaluation	813
<i>Guoxin Wang, Yan Yan, Xiang Zhang, Ruxin Ning, Zhijun Wu</i>	
Legal Problem and Countermeasure of Peer-to-Peer Networks	818
<i>Xie Rui-ping, Zhang Zhen-zhen</i>	
Linear Physical Programming-Based Approach for Web Service Selection	822
<i>Xiaoning Ma, Baotian Dong</i>	
Logistics and Supply Chain Integration Model of Port in Transportation Networks	826
<i>Yang Yan, Zhou Qiang</i>	

Management Experiment of Securities Regulation Based on Behavioral Finance	831
<i>Xueqiang Luo, Bin He, Jingjing Wu, Jianping Liu, Jiaozhi Zhang, Canwu Deng</i>	
Modeling China's Logistics Service Providers' Competitive Relationship Based on Complex Networks	837
<i>Hou Rui, Yang Jian-mei, Yao Can-zhong</i>	
On the Studies of Accounting Equations System Reconstruction in China	843
<i>Ma Hai-feng, Zhu Xue-yi, Cai Yang</i>	
Optimal Design for DOT NET Based E-commerce Website	848
<i>Min Zhu, Weidong Liu, Zhuo Fang, Wensong Hu</i>	
Ownership Structure, Corporate Status and Corporate Performance in Chinese Business Groups	851
<i>Yue Qi, Lan Hai-lin, Jiang Luan</i>	
Research on Agent-Based Simulation Method for Innovation System	855
<i>Li Jianhua, Liu Wenrong, Xu Xiaolong</i>	
Research on Commercial Bank Credit Risk Elements Transmission Model	859
<i>CunBin Li, Lin Ding</i>	
Research on Construction Project Supply Chain Instability	863
<i>Li Ning, Wang Yaowu, Zhang Yu</i>	
Research on Invite Bid Models of Public Projects Invested by Government Based on Principal-Agent Theory	867
<i>Wang Lin-xiu, Xie Lei</i>	
Research on Safety Monitoring System of Mine Based on Ad Hoc Technology	874
<i>Shao Qing-liang, Zhang Zhi-xian, Zhang Zhen-chuan</i>	
Research on Supply Chain Management Innovation in the Mechanical Fundamentals Industry	878
<i>Huang Zongxiang</i>	
Research on the Design Method of Mobile Social Network Services	882
<i>Haobin Zhong, Lingyan Bi, Zewei Feng, Ning Li</i>	
Research on the Key Issue of Logistics System Integration in the Web	886
<i>Lixin Shen, Zhiguo Wang, Jun Zhai, Kejia Wang</i>	
Reviewing Model Research of Risk and Period on Project Group of Enterprise Technology Innovation Based on GERT-Net	890
<i>Haiqing Hu, Dan Zhang, Min Zhang</i>	
Stability of Evolutionary Equilibrium on Small Business Credit Risk	895
<i>Lin Jin-guo, Liang Xue-chun, Liu Yan</i>	
Study and Application of the SOA Based E-government System	900
<i>Zhang Nanping, Li Yuan</i>	
Study of Adaptive Qos Evaluation Model for Semantic Web Service	904
<i>Wu Jinhong, Xia Huosong</i>	
Study of the Relationship Between Safety Stock and Transshipment in Two-Echelon Systems	908
<i>Xiong Hao</i>	
Study on Measures and Strategies of Use Safety Management of Buildings in Longgang District of Shenzhen	914
<i>Hao Deng, Jin Xu, Hong Zeng</i>	

The Analysis of the Relationship Between the Temporal Variation of Technology Efficiency and Its Influencing Factors in China's Telecommunication Industry	918
<i>Yu Bo, Chen Qiang, Wu Weiwei</i>	
The Discussion of the Effect of Psychological Empowerment of Front-Line Salespeople on Sales Performance	922
<i>Zhengliang Xu, Yilei Pei, Yong Su</i>	
The Information Content of the Financial Cross Correlation Matrix: Evidence from Shanghai Stock Exchange	926
<i>Jianqiang Sun, Langnan Chen, Yanan Chen</i>	
The Model of Online Purchasing Behavior Based on Website's Credibility and Its Inspiration for Enterprises	930
<i>Chun-hui Tan, Jun Wang</i>	
The Relationship and Integration Analysis of Electronic Commerce and ERP	936
<i>Han Na, Hui Hongqi</i>	
The Research of Service Provision Negotiation Mechanism in Next Generation Optical Network	940
<i>Jijun Zhao, Weiwei Bian</i>	
The Researches of Agile Logistics System of Fresh Agricultural Products Based on E-commerce	944
<i>Ding Renyuan, Li Yang</i>	
Two-Dimensional Learning Mechanisms for Alliance Members in Multi-agent Supply Chains	948
<i>Chengzhi Jiang</i>	
Two-Machine Flow Shop Scheduling with Re-entrance	952
<i>Caixia Jing, Xingsan Qian, Guochun Tang</i>	
Weighted Network Evolution with Transfer Behavior	956
<i>Yihong Hu, Daoli Zhu, Nianqu Zhu</i>	
Work Mode of ZigBee WSN	960
<i>You Ke, Liu Ruiqiang, Zhang Cuixia</i>	

SESSION 5: GREEN DESIGN, DIGITAL MANUFACTURING

An Empirical Study on Organizational Culture, Social Capital, Organizational Learning and Enterprise Knowledge Integration Capability	963
<i>Zhao Song-zheng, Zhang Xiao-di</i>	
An International Estimation on Multiattribute of Student Loan Scheme Based on Entropy Theory	968
<i>Huang Wei</i>	
Balancing Interests: The Routeway of Ecotourism Innovation Management in China	973
<i>Cheng Li</i>	
Bi-level Simulated Annealing Algorithm for Facility Location Problem	977
<i>Ren Peng, Xu Rui-hua, Qin Jin</i>	
Damage Mitigation for Buried Pipeline Using EPS Geofom Under Permanent Ground Deformation	983
<i>Fenglin Jiang, Xiaomou Wang, Anquan Gu</i>	

Establishment and Management of the English-Chinese Ontology Based on the Bilingual Corpus	987
<i>Xinyan Huang, Jing Xiong</i>	
On Decision Rule Reduct about Evaluation of Hospital Competitive Ability Based on Rough Set Theory	991
<i>Li Liqing, Lu Xiaoyong, Zhou Xiaogang, Wang Yunzhu</i>	
Research on Construction Mode of Recycling Network of Reverse Logistics of Automobile Enterprises	996
<i>Zhang Qi, Wang Hongcheng</i>	
Research on H-Fuzzy Evaluation Method for Traffic Congestion of City Road-Network	1001
<i>Ren Qiliang</i>	
Research on Optimization Model of Making Inter-city Passenger Train Operation Plan and Ticket Price	1005
<i>Zuoan Hu, Yusong Yan, Zhongquan Qiu</i>	
Sensitivity Analysis Method for Traffic Impact of Projects on Transport Network Based on BP Neural Network	1009
<i>Ren Qiliang</i>	
The Allocation Models Study on Materials Distribution Center Under the Least Cost and the Shortest Time	1013
<i>Wang Li Li, Chen Yunxiang</i>	
The Objective Evaluation of Highway Construction Project Based on Revised Logic Framework Approach	1017
<i>Li Lin, Guo Wenjie, Du Peng</i>	
An Integrated Contract Strategy in a Three-Echelon Supply Chain with Capacity Limitation Under the Forecast Update	1022
<i>Zhu Zhu, Zhu Yunlong, Zhou Xiaoming</i>	
An Administrative DSS for the Water Program	1026
<i>Chai Chunlai, Feng Jingchun</i>	
Analysis and Monitoring Comparison Study on the Deformation of Adjacent Building Caused by Deep Foundation Pit Support	1030
<i>Zhiqin Liu, Qin Liu</i>	
Analysis of the Effect of the Financial Support on China's Equipment Manufacturing	1034
<i>Yiqun Duan</i>	
Application and Study of Lean Production Theory in the Manufacturing Enterprise	1038
<i>Ci Tie-jun, Li Sha</i>	
BP Neural Network Optimized with PSO Algorithm for Daily Load Forecasting	1042
<i>Zhang Caiqing, Lin Ming, Tang Mingyang</i>	
Continuous Location of Multi-distribution Centers of Urgent Goods Based on Maximum Service Level and Its Genetic Algorithm	1046
<i>Lu Guang-yan, Gao Jing-cheng, Ma Xi-jun</i>	
Design of the Inner Intelligent Parking Guidance System	1050
<i>Lv Wenhong, Xie Fanghua, Liu Fasheng</i>	
Design of the Intangible Cultural Heritage Management Information System Based on GIS	1054
<i>Lai Junyong, Zhang Mu, Luo Jing, Yu Jing, Lu Lu</i>	
Economic Analysis and Technical Evaluation for the Existing Building Renovation	1060
<i>Cheng-Zhong Zhang, Qian-Ying Ma, Di-Tao Niu</i>	

Empirical Research on Relations of China's Energy Consumption to Its Industrial Development	1064
<i>Song Malin</i>	
Evidential Reasoning Based Methodology to Evaluate Chinese Home Appliance Manufacturers Focusing on Innovation Capability	1068
<i>Weidong Zhu, Guangzhong Zhou, Bo Chen, Hongtao Zhang</i>	
General Layout of City Pedestrian Bridge	1073
<i>Rui Li, Qing-ning Li</i>	
Green Labour-Management Relations: A Guarantee of Enhancing Green Quality of Products and Competitive Power of the Company	1077
<i>Yang Guang</i>	
Management Way to the Historical Manufacturing Data in MES System	1083
<i>Yuewei Bai, Shuangy Wei, Yafei He</i>	
Modeling of Cement Decomposing Furnace Production Process Based on Flexible Neural Tree	1088
<i>Qu Shou-ning, Liu Zhao-lian, Cui Guang-qiang, Zhang Bing, Wang Su-juan</i>	
Optimal Control of Piezoelectric Stack of Smart Structure	1094
<i>Zhiqin Liu, Qin Liu</i>	
Optimization Model for Integrated Logistics Network Design in Green Manufacturing System	1098
<i>Zhao Ya Peng, Ding Yi Zhong</i>	
Optimization of Electric Power Source Structure Under the Constraint of CO₂ Emission	1102
<i>Yingling Shi, Yuanyuan Liu, Nansheng Pang, Liping Wang</i>	
Research and Development of Solar Light Pipes in China	1106
<i>Yanpeng Wu</i>	
Research on a Service-Oriented Approach to Groupware Design	1110
<i>Xuan-hua Xu, Yong-feng Fan, Zhi-yang Chen</i>	
Research on Emergency Relief Goods Distribution after Regional Natural Disaster Occurring	1116
<i>Fan Houming, Zhao Tong, Zhao Xiaoyan, Jang Mingbao, Dong Guosong</i>	
Research on Green Logistics and Sustainable Development	1122
<i>Quan Chunguang, Cheng Xiaojuan, Wang Kexi, Pan Pan</i>	
The 3PLP's Effort Level and Incentive Mechanism from Manufacturer's Perspective	1126
<i>Min Han, Tao Zong</i>	
Theoretical Analysis of Cost Controlling: A Mixed Method of ABC and Optimization	1132
<i>Junhua Liua, Huijun Xue, Xiufang Chen</i>	
Thermodynamics Performance Study on Air Source Heat Pump in Variant Operating Condition	1136
<i>Guozhong Zheng, Youyin Jing, Xutao Zhang, Guohua Shi</i>	
Trust Propagation Policy for Secure Interoperability in Multi-domain Environments	1141
<i>Luo Xin, Yang Yi-Xian, Niu Xin-Xin, Hu Zheng-Ming</i>	
Urban Sustainable Development of the Yangtze River Delta Area	1145
<i>Li Xiaohui, Tan Qingmei, Zhang Guangyi</i>	

SESSION 6: KNOWLEDGE MANAGEMENT, MODELING AND OTHER TOPICS

A Choice of Evaluation Methods for Construction Enterprise	1150
<i>Xu Bing, Liu Li-yuan</i>	
ABC Model of Team Innovation Behavior	1154
<i>Wang Xuan, Li Jinzhong</i>	
An Object Oriented Method of Industrial Design Based on 40 Inventive Principles	1159
<i>Ming Qi, Chang-Yi Zou</i>	
Conditions of the Controlling Shareholder Exploiting Rents and Rents Value	1163
<i>Bai Peiwen</i>	
Construction of Evaluation Index System of the Operational Benefit Risk of Expressway Enterprises	1167
<i>Fang Wenbin, Chen Yun</i>	
Empirical Study on Factors of Executive Equity Incentive Levels-Based on Listed Companies in China after Equity Division Reform	1170
<i>Huihui Yang, Wenlei Ge</i>	
Evolutionary Game Analysis of the Combination of Inventory Enterprises and Transportation Enterprises in Logistics Supply Chain	1174
<i>Chen Yun, Luo Wei, Gong Zheng</i>	
How to Make 5S as a Culture in Chinese Enterprises	1178
<i>Chen Lixia, Meng Bo</i>	
Investigation of Seismic Damage to Constructions in Baoji Affected by the 5•12 China's Wenchuan Earthquake	1182
<i>Meng Zhan, Sheliang Wang, Qianying Ma, Jie Chen</i>	
Lean Maintenance Framework and Its Application in Clutch Maintenance	1187
<i>Li u Yile, Xu XueHang, Zou Lei</i>	
On the Creation of Brand Value Affected by the Relation Between Stakeholders and Brand	1190
<i>Zhang Yi, Zhang Rui</i>	
On the Risk Identification of Chinese Enterprises in Overseas M&As	1196
<i>Hu Feng</i>	
Optimization Management of Overhaul and Maintenance Process for Steam Turbine	1201
<i>Jianmei Wang, Kai Cai, Xinqiang Ma</i>	
Order Acceptance and Capacity Allocation Policies Based on Revenue Management	1205
<i>Lifan Fan, Xu Chen</i>	
Price Competition Between Mobile Commerce Retailers and Traditional Off-Line Retailers when m-Consumers are Loss Averse	1209
<i>Hao Fu, Rongfang Qin, Lihui Geng, Xiaoli Li, Jianping Zha</i>	
Research and Application of Improved RBAC Model	1214
<i>Pang Chun-jiang</i>	
Research on Consumer Behavior Influenced by ICT Using Structural Equation Model	1218
<i>Yang Zhang, Luping Zhi</i>	
Research on Mapping Mechanism of Executable Enterprise Model	1222
<i>Liu Ming-Zhong, Xue Heng-Xin, Wu Shi-Liang, Xu Hua</i>	
Research on Patent Fees Subsidied by Local Government in China	1226
<i>Wen Jiachun, Zhou Yongtao, Zhu Xuezhong</i>	

Study of Enterprise Project Management Knowledge Base Management System Based on Ontology	1232
<i>Xiangyuan Shu, Xiansheng Qin</i>	
The Finite Element Analysis of Cantilever Support in Foundation Pit	1236
<i>Liu Huixin, Qi Ping, Zhang Bao Hua</i>	
The Model of Risk Allocation in BOT Expressway Project	1240
<i>Chen Yun, Tang Wei</i>	
The Relationship Between Intellectual Capital and High-Tech Firms' Development Ability: Evidence from High-Tech Listed Companies in China	1244
<i>Jin Shui-ying</i>	
The Research of Quality Evaluated Methods of Lime-Soil Foundation in Loess Region of Northwest China	1248
<i>Kong Dequan, Wan Rong</i>	
The Research on Comprehensive Fuzzy Evaluation Model of Enterprise Cleaner Production	1253
<i>Wang Lin-xiu, Cheng Kun</i>	
A Partheno-genetic Algorithm for the Economic Lot Scheduling Problem Under Power-of-Two Policy	1258
<i>Zhao Peixin, Qi Guijie</i>	
A Strategy Model with Time Constraint for Bilateral Multi-issue Negotiation	1262
<i>Wang Zhaoming, Ling Yonghui</i>	
A Study on Construction and Application of a New TAM Model	1268
<i>Ming Qi, Jing Zhang</i>	
A Study on Virtual Team Trust Mechanism and Its Construction Strategies	1272
<i>Wei Xiao, Qing-qi Wei</i>	
An Asset Pricing Model Based on Compensation Contract	1277
<i>Jiliang Sheng</i>	
An Empirical Research on the Relationship Between Organizational Flexibility and Sustainable Competitive Advantage on the Perspective of Environmental Uncertainty	1283
<i>Xie Weihong, Shu Caitao, Zhu Aiqiang</i>	
An Experimental Study on a New Type Joints of Steel Tube Confined Concrete	1288
<i>Guan Pinwu, Chen Meng, Meng Huiying</i>	
An Integrated Model of Knowledge Acquisition: Empirical Evidences in China	1292
<i>Wang Cheng, Lan Hailin, Xie Hongming</i>	
Bid Evaluation Method of Construction Project Based on Relevance and Relative Closeness	1296
<i>Nansheng Pang, Yingling Shi, Yifei Ling</i>	
An Ontology-Based Digital Library System for E-Learning	1301
<i>Xu Xiaomei, Niu Zhengdong, Shi Chongyang</i>	
Analysis of Quantitative & Technology Estimation on Petroleum Exploration Projects	1305
<i>Zhang Tao, Song Jiekun, An Guixin</i>	
Analytical Method for Mechanical Behaviors of Pipe Roof Reinforcement	1309
<i>Haitao Wang, Jinqing Jia</i>	
Applying the Concept of Paradox to a Trade-off Puzzle Framework and Case Study	1315
<i>Qiang Lu, Shuang Chen, Zhuoxin Li, Hong Yin</i>	

Comprehensive Evaluation System Uncertainty on Durability of Concrete Structure	1319
<i>Wang Chang-long, Qi Yan-ming, Gao Hong-jun, Li Yao</i>	
Countermeasures to Solve the Obstacles to Enterprise Knowledge-Sharing.....	1325
<i>Rui Guo, Yansong Xue</i>	
On Structure of Brand Ecological Systematization.....	1330
<i>Zhang Rui, Zhang Yi</i>	
Realization of Program Based on Plug-Universal Database-Aided Design.....	1334
<i>Run-yang Zhong, Qing-yun Dai, Ke Zhou</i>	
Research of Organizational Management Based on Structural Holes Theory.....	1338
<i>Yao Ligen, Lv Wei</i>	
Research on Control Model of Air Passengers Accommodation Under Competitive Environment.....	1341
<i>Huang Jia, Zhang Ning</i>	
Research on VMI Operation Mode Based on TPL	1347
<i>Jianbo Wu, Qiong Qiao, Zhigang Zhou</i>	
Research Topics in Witkey Business Model: In Perspectives of Transaction Cost, Principle-Agent and Information Supply Chain	1352
<i>Haichao Zheng, Wenhua Hou, Hui Wang</i>	
Risk Management on Knowledge Employees Turnover in High-Tech Firms - Based on Fuzzy Comprehensive Evaluation	1356
<i>Zhang Guangyu, Li Huajun, Zhang Depeng</i>	
Self-Organization Evolution Model About Technology Innovation Processes	1360
<i>Cheng Sheng, Chen Lei</i>	
Study on Engineering Project Investment Risk Measure Based on Monte Carlo Method.....	1364
<i>Zhao Wanhua, Liu Ruiyu</i>	
Tacit Knowledge Transfer within Enterprises During Industry Conversion	1369
<i>Kun Li, Mi-er Zhang, Xiaojun Liu</i>	
Teamwork Pattern of Project Risk Management Based on Knowledge Reuse	1373
<i>Zhang Yali</i>	
The Fractal Management of SOA-Based Services Integration	1377
<i>Yuanping Zhao, Jun Wu, Huaying Shu</i>	
The Recycling Models and Its Research Progress of the Packaging Waste Polymer in China	1382
<i>Changqing Fang, Maorong Zhang, Shisheng Zhou, Xin Wang</i>	
The Research on Creative City Based on the Triple Helix Mode	1387
<i>Meiqing Zhang, Xing Li</i>	
The Theoretical Framework of Knowledge Creation Mechanism in Industrial Clusters on the Basis of the Knowledge Fermentation Model.....	1391
<i>Gangqiang Luo, Hongbing Zhang, Mingliang Li</i>	
Theoretical Model and Loading Analysis of Crankshaft Fillet Rolling.....	1397
<i>Liu Rongchang, Ma Shuying, Chen Xiuhong, Xue Longquan, Dong Litao</i>	
Behavior of FRP-Wrapped Rectangular Concrete Columns	1402
<i>Cai Jianguo, Feng Jian, Wang Jing, Cao Yunfeng</i>	
Investigation of a Precast Concrete Structure System.....	1406
<i>Cai Jianguo, Feng Jian, Wang Zan, Chen Yao, Liu Yafei</i>	

**On Company Core Competence and its Sustainable Competitive Advantage During
Industrial Transformation**1410
Xiao Zhong-hai, Ning Bo, Yuan Hong

Author Index