

# **8th International Conference on Management and Service Science (MASS 2014)**

Open Journal of Social Sciences Volume 2, Number 9

Suzhou, China  
24 – 26 August 2014

ISBN: 978-1-5108-1095-2

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2014) by the Scientific Research Publishing Inc.  
All rights reserved.

Printed by Curran Associates, Inc. (2016)

For permission requests, please contact the Scientific Research Publishing Inc.  
at the address below.

Scientific Research Publishing Inc.  
P.O. Box 54821  
Irvine, CA 92619-4821

Phone: (408) 329-4591

bookorder@scirp.org

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2634  
Email: curran@proceedings.com  
Web: www.proceedings.com

# TABLE OF CONTENTS

<b>RESEARCH AND COUNTERMEASURES OF MANAGEMENT OF THE HIGH-LEVEL OVERSEAS TALENTS</b> .....	1
<i>Liangyu Wang</i>	
<b>CAPITAL CONTROL, FINANCIAL DEPTH AND THE DEMAND OF FOREIGN RESERVES: EVIDENCE ON 1994-2013 DATA IN CHINA</b> .....	6
<i>Dianlei Lu, Zhixin Liu</i>	
<b>AN EMPIRICAL STUDY ON THE FACTORS OF CHINESE URBANIZATION PROCESS AND POLICY PROPOSALS ABOUT THE “NEW-TYPE” URBANIZATION</b> .....	12
<i>Qinhua Pan, Ruofan Xu</i>	
<b>WHICH CHARACTERS OF KNOWLEDGE-BASED EMPLOYEES HAVE HIGHER TURNOVER INTENSION IN CHINESE CULTURE INDUSTRY?</b> .....	18
<i>Jing’An Chen</i>	
<b>ANALYSIS OF FACTORS INFLUENCING THE STRATEGIC CHOICE OF BRAND ARCHITECTURE</b> .....	28
<i>Cancan Lu</i>	
<b>DYNAMIC COAL LOGISTICS FACILITY LOCATION UNDER DEMAND UNCERTAINTY</b> .....	33
<i>Jiang Wu, Jingfeng Li</i>	
<b>A RESEARCH ON THE RISK MEASURE OF CHINESE COPPER FUTURES MARKET BASED ON VAR</b> .....	40
<i>Hu’E Zhao</i>	
<b>AN EXPLORATION ON THE RELATIONSHIP OF TRANSFORMATIONAL LEADERSHIP, INNOVATION ATMOSPHERE AND E-COMMERCE ORGANIZATION INNOVATION</b> .....	48
<i>Mian Lin</i>	
<b>STUDY ON THE EXISTING PROBLEMS AND THEIR COUNTERMEASURES OF THE FDI UTILIZATION IN JIANGSU</b> .....	54
<i>Shuangqin Liu, Yingxue Mei</i>	
<b>RESEARCH ON THE CONSTRUCTION OF THE EMERGENCY LOGISTICS SYSTEM IN THE LARGE STATE-OWNED ENTERPRISES</b> .....	59
<i>Lan Fu</i>	
<b>THE IMPACT OF MACRO FACTORS ON THE PROFITABILITY OF CHINA’S COMMERCIAL BANKS IN THE DECADE AFTER WTO ACCESSION</b> .....	64
<i>Qinhua Pan, Meiling Pan</i>	
<b>STUDY OF CHINESE ENTERPRISES’ OVERSEAS M &amp; A: BASED ON NATIONAL AND CORPORATE CULTURAL DISTANCE</b> .....	70
<i>Bo Xu, Xi Jiang</i>	
<b>ANALYSIS OF STRATEGIC EMERGING INDUSTRIAL POLICIES ON THE LEVEL OF CENTRAL GOVERNMENT IN CHINA</b> .....	76
<i>Rui Sun, Jinxi Wu, Baojuan Liu</i>	
<b>INTEGRATION STRATEGY OF ENTREPRENEURIAL ENTERPRISES RESOURCES</b> .....	81
<i>Zhirun Xiao</i>	
<b>THE EFFECT OF PULL POWER OF KARAOKE TELEVISION-SET SERVICE ON ELIMINATING THE INTERNAL PSYCHOLOGICAL OBSTACLES OF CONSUMER</b> .....	87
<i>Jiun-Hung Lin</i>	
<b>RESEARCH ON APPLICATION OF BALANCED SCORECARD IN THE GOVERNMENT PERFORMANCE APPRAISAL</b> .....	91
<i>Daokui Jiang, Zuankuo Liu</i>	
<b>RESEARCH ON CHINA AND THE US SERVICE TRADE STRUCTURES BASED ON TECHNICAL VALUE ADDED</b> .....	97
<i>Xinying Liu, Xiawei Shen</i>	
<b>PRIORITIZING FACTORS AFFECTING THE IMPLEMENTATION OF A MICE PROFESSIONAL ENGLISH PROGRAM</b> .....	103
<i>Hui-Wen Vivian Tang, Kuopao Chang, Mu-Shang Yin</i>	
<b>ANALYZING INFORMATION NEEDS OF ELDERLY PEOPLE: A SURVEY IN CHINESE RURAL COMMUNITY</b> .....	109
<i>Chunfang Zou, Ping Zhou</i>	

<b>KEY FACTORS FOR SUCCESSFUL ENTREPRENEURSHIP IN THAILAND</b> .....	116
<i>Michael Ha, Uthit Siriwan, Chotika Ramabut, Nutchuda Thitikalaya, Tassanee Thitikanlaya, Chutikarn Kiatnarong</i>	
<b>TERTIARY STUDENTS' SOCIALIZATION OF ENTREPRENEURIAL BEHAVIOR</b> .....	122
<i>Chun-Mei Chou, Chien-Hua Shen, Hui-Tzu Chang, Chu-Yun Cheng</i>	
<b>DEVELOPMENT OF MANAGEMENT SUPPORT SYSTEM FOR PROPERTY MANAGEMENT ENTERPRISES</b> .....	127
<i>Shih-Tong Lu, Jiun-Yi Shiu, Dong-Shang Chang</i>	
<b>SYSTEM ANALYSIS OF MYSTERY SHOPPING DATA: ISO 9001 FOR CONTROL OF SERVICE QUALITY</b> .....	133
<i>E. G. Aminev, Qing Wang</i>	
<b>IMPACTS OF US REINDUSTRIALIZATION ON CHINESE MANUFACTURING</b> .....	139
<i>Wenbin Zhao, Haiyan Yan, Hui Liu</i>	
<b>A STUDY OF THE ACCEPTANCE OF MATERIAL INCENTIVES AND NON-MATERIAL INCENTIVES IN AGRI-BUSINESS COMPANIES</b> .....	144
<i>Ming Fang, Yan Qi, Xun Liu, Yan Wang</i>	
<b>A KNOWLEDGE MATURITY MODEL FOR AEROSPACE PRODUCT DEVELOPMENT</b> .....	150
<i>Qian Jia, Jingyuan Bi, Liwei Wang, Yukun Yang</i>	
<b>OVERVIEW ON THE DISTRIBUTION SYSTEM OF MINERAL ENERGY OWNERSHIP IN CHINA</b> .....	156
<i>Weijia Zhang</i>	
<b>AN INTEGRATED FUZZY APPROACH FOR THE EVALUATION OF SUPPLY CHAIN RISK MITIGATION STRATEGIES</b> .....	161
<i>Xiaojun Wang</i>	
<b>INFLUENCE OF RELATIONSHIP BETWEEN SUPPLY CHAIN MEMBERS ON INNOVATION PERFORMANCE</b> .....	167
<i>Qi Zhang</i>	
<b>STRATEGIC ANALYSIS ON GREEN OPERATION OF MEDIUM-SMALL FIRMS IN JIANGSU PROVINCE</b> .....	173
<i>Jia Sun, Jianping Wu, Qingjun Meng</i>	
<b>CAREER PATH AND POLITICAL STABILITY: FACTORS FOR LEAVING INDONESIA?</b> .....	179
<i>Tutik Inayati, Takeshi Arai, Utomo Sarjono Putro</i>	
<b>CLUSTERS MERGING METHOD FOR SHORT TEXTS CLUSTERING</b> .....	186
<i>Yu Wang, Lihui Wu, Hongyu Shao</i>	
<b>INDEX FUND FACTOR: THE VIEW BEYOND THE WALL</b> .....	193
<i>Joseph Ojih</i>	
<b>THOUGHTS ON ACCELERATING THE DEVELOPMENT OF CHINA'S SERVICE TRADE ISSUES</b> .....	199
<i>Xingang Song</i>	
<b>THE PREDICTION MODEL OF FINANCIAL CRISIS BASED ON THE COMBINATION OF PRINCIPLE COMPONENT ANALYSIS AND SUPPORT VECTOR MACHINE</b> .....	204
<i>Guicheng Shen, Weiying Jia</i>	
<b>EVALUATING ONLINE SHOPPING SERVICE QUALITY—SERVEGAL IN TAIWAN TOURISM INDUSTRY</b> .....	213
<i>Meiling Wong</i>	
<b>PSYCHOLOGICAL CONTRACT, ORGANIZATIONAL COMMITMENT AND WORK SATISFACTION: SURVEY OF RESEARCHERS IN CHINESE STATE-OWNED ENGINEERING RESEARCH INSTITUTIONS</b> .....	217
<i>Jianwu Zhou, Michel Plaisent, Lili Zheng, Prosper Bernard</i>	
<b>INTEGRATION OF LEAN APPROACHES TO MANAGE A MANUAL ASSEMBLY SYSTEM</b> .....	226
<i>Qian Wang, Nick Bennett</i>	
<b>WHY THEY CONNECTED: A THEORETICAL ANALYSIS ON THE CAUSE OF INTERFIRM NETWORK FORMATION</b> .....	232
<i>Zhengqun Zhan, Xuejun Deng</i>	
<b>SUPPLY CHAIN MANAGEMENT (SCM): ITS FUTURE IMPLICATIONS</b> .....	238
<i>Mamun Habib</i>	
<b>THE IMPACT OF MEMORY LOAD ON CUSTOMER CHOICE BEHAVIOR</b> .....	247
<i>Hao-Te Lu, Tso-Jen Chen, Yi-Chou Wang</i>	
<b>RESEARCH ON THE DEVELOPMENT STRATEGY OF LOGISTICS FIRMS IN CHINA</b> .....	253
<i>Lan Wang</i>	

<b>THE EMPIRICAL ANALYSIS OF STATE-OWNED ENTERPRISES PERFORMANCE AND OWNERSHIP STRUCTURE: BASED THE PANEL DATA OF STATE-OWNED ENTERPRISES IN SICHUAN</b> .....	336
<i>Xufeng Du, Yixiang Tian, Gaoxun Zhang, Honglei Zhang</i>	
<b>Author Index</b>	