

# **3rd International Conference of Logistic and Supply Chain 2009**

Electronic Commerce and Information  
Engineering in China

Changsha, China  
December 2009

**Editors:**

**Hanjiang Zhang**  
**Henry Zhang**

ISBN: 978-1-5108-4121-5

**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© (2009) by the Aussino Academic Publishing House  
All rights reserved.

Printed by Curran Associates, Inc. (2017)

For permission requests, please contact the Aussino Academic Publishing House  
at the address below.

Aussino Academic Publishing House  
14 Union St  
Riverwood, NSW 2210

Phone: 61 29 584 8084

aaph\_sydney@hotmail.com

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

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: curran@proceedings.com  
Web: www.proceedings.com

## Table of Content

<u>Content</u>	<u>Pages</u>
Collaborative Development Study on E-commerce and Logistics of Agricultural Products <i>PAN Shuangli, DENG Desheng</i>	1
Thinking on Marketing Channel of Forest Products under Low-carbon Economy <i>ZHENG Guijun, DENG Desheng</i>	5
Construction of the Management Accounting Information System in the ERP Environment <i>ZHANG Chaoying</i>	9
Effects of Computer Self-efficacy and Self-regulated Strategy on E-Learner's Satisfaction <i>TAN RongJuan</i>	16
Euler Travels Algorithm of Weighted Semantic Networks <i>HUANG Zhiqin, ZHANG Jinli, CHEN Cuiqing</i>	19
The Research of Independent Auditing Mode about the China's Electronic Government Information Systems <i>GUAN Yamei, WU Wenjia, LI Yinna</i>	25
The Choice Mode of Garment Marketing Channel on AHP <i>FANG Wei, WU Ting</i>	29
The Symbiotic Mode of "Value Chain Fragmented" Wide-area Resources of Cluster Enterprises Based on the Grid <i>BU Huabai, GAO Yang</i>	34
Application of BPNN in Evaluation of Construction Project Bidding <i>WANG Xinzheng, HE Ping</i>	38
Research on the Internet Marketing Strategy of China Automobile <i>YING Wang</i>	42
The Processes of Online Word-of-Mouth on the Purchase Decision <i>SHA Zhenquan, XIE Xueyin</i>	47
Study on Expected Revenue of Seller in Online Tie-in Sale Auction with Buyout Price <i>TIAN Jian, GAO Jie</i>	52
Application of Improved Association Rule Data Mining Algorithm in Course-analysis <i>FENG Guiliang, LI Zhonghua, YANG Jie, FENG Shuo</i>	57
Research on Solution of B2Bi based on Web Services and Ajax <i>LU Yexue, LU Yemin</i>	61
The Analysis of Purchae Decisions Baseing on Fuzzy Comprehensive Evaluation <i>ZHANG CaiQing, MA JinLi, CHEN ShaoHui</i>	74
Study on Evaluation of Agri-food Logistics Capability in E-commerce Environment <i>YANG Lei, ZHANG Yizhen</i>	80
Research on Modeling for Distributed Application Based on MDA and MIDAS <i>YANG Zhenyu, ZHOU Yuhua</i>	84

The Study of Influencing Online Banking Information Security Products Service Quality Factors Based on Customer Perception <i>XING Qiudan, LEI Ting, LI Yunfei</i>	88
Enterprise Logistics Risk Analysis and Control Strategies Based on SWOT <i>LIU YongSheng, ZHOU ZhenTuo</i>	94
Informationalization Construction of Oil Production Plants Based on the Management of Data Quality <i>DING Hao, LI Fangfang, SHAN Xian</i>	99
A Study of Value-added Logistics Information Services based on RFID <i>CHEN CaiXia</i>	104
Real Name of Online Shop and Credit Supervision <i>HONG XiaoMei, GAO YanJun</i>	108
Research of Shanghai E-commerce Cluster Collaborative Innovation Model <i>JIANG Dingfu, XIONG Li</i>	112
The Analysis of the Customer Service Failures and Remedy Strategy Considerations for the E-Banking Information Security Ensuring Products <i>XING Qiudan, LI Yunfei, LEI Ting</i>	117
The Operation Mode Analysis and Optimized Platform of Pinke Website <i>WU Yun, YANG Xuanhui</i>	122
The Algorithm Research of the Embedded TMR Computer <i>LI ZhongHua, FENG GuiLiang, ZHANG WeiGong</i>	128
An E-commerce System Architecture Based on the Personalized Recommendation Technology <i>GUO Guangchao</i>	133
Component-based Translation of BPMN Models to Petri Nets <i>TAO Yan</i>	138
Analysis of Chinese Tourism E-commerce System <i>HU Yahui, SU Hong, ZHANG Tongjian</i>	143

**END**