

## The Third Wuhan International Conference on E-Business - Global Business Interface

### Time

A – June 4, 2004 Friday 1:15 pm – 3:00 pm  
 B – June 4, 2004 Friday 3:15 pm – 5:00 pm  
 C – June 5, 2004 Saturday 8:15 am – 10:00 am  
 D – June 5, 2004 Saturday 10:15 am – 12:00  
 E – June 5, 2004 Saturday 1:15 pm – 3:00 pm  
 F – June 5, 2004 Saturday 3:15 pm – 5:00 pm

### Room

HB – Hubei Room  
 BJ – Beijing Room  
 SH – Shanghai Room  
 TJ – Tianjin Room  
 GU – Guest Room

## Session Topics

Time\Room	HB	BJ	SH	TJ	GU
<b>A</b>	<b>E-Business</b>	<b>Finance</b>	<b>Logistics</b>	<b>Digital Security</b>	<b>SME</b>
<b>B</b>	<b>E-Business</b>	<b>Finance</b>	<b>Supply Chain</b>	<b>Customer-Oriented</b>	<b>SME</b>
<b>C</b>	<b>E-Business</b>	<b>Knowledge Mgmt</b>	<b>Markets</b>	<b>Data Mining</b>	
<b>D</b>	<b>E-Business</b>	<b>Decision-Making</b>	<b>Procurement /Government</b>	<b>Human Resource</b>	
<b>E</b>	<b>E-Business</b>	<b>Fuzzy Methodology</b>	<b>Marketing</b>	<b>Advertising</b>	<b>SME</b>
<b>F</b>	<b>E-Business</b>	<b>Finance</b>	<b>E-Business</b>	<b>Trade</b>	<b>Economics</b>

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## Paper Presentation Sessions

Title	Presenter	Time	Room
The Comparison of Credit Market and Stock Market on Mobilizing Savings in China	Cheng Lei	A	BJ
International Venture Capital and Chinese Market	Jiang Jun	A	BJ
Analysis of Risk Unconservation in Joint Venture Capital	Peng Huatao	A	BJ
China's Economic Idiosyncrasies And Its Country Risk Assessment	Roabana Abderrahman	A	BJ
An Analysis of Professional Entrepreneurs' Value Model in Venture Capital Investment	Cai Xiyao	A	GU
Entrepreneurship in China: Younger and Older Generations	Duserick Frank	A	GU

Small and Middle-Sized Software Companies Development Strategies Based on Core Products	Shu Wei	A	GU
Investigation and Analysis of Information Requirement of Small and Medium-Sized Enterprises in Hubei Province	Wang_Weijun	A	GU
Vertical and horizontal transformation of the agricultural export value chain using information systems	Andersen Kim Voborg	A	HB
Power Market Information System Structure Research Based on Electronic Commerce	Dong Fugui	A	HB
Agricultural E-Business in China: Status Quo and Recommendations	Shuai Chuanmin	A	HB
Value Chain Integration (VCI) Model of Hyper-Enterprise	Wu Si	A	HB
Using Third-Party Purchasing to Push Third-Party Logistics	Long Junsheng	A	SH
Intelligent Decision Support System for Logistics Distribution of E-Business Enterprises	Wang Ruimei	A	SH
A Class of Randomized Competitive Location Model of E-Business Logistic Distribution Center Problem	Wu Yun	A	SH
The Logistics Solution in Electronic Commerce	Ye Hanchih	A	SH
Holes in the Trust Net: Trust Mechanism Analyses Based on Eachnet.com	Li Qi	A	TJ
On the Security of Digital Signature Algorithm	Liu Jun	A	TJ
THE RESEARCH AND DESIGN ON THE JUSTNESS AND SECURITY OF ELECTRONIC BIDDING	Qi Ming	A	TJ

On A New Approach for e-business Security - Network Forensics	Ren Wei	A	TJ
International Entrepreneurship: The Interface of Emerging Market and Foreign Direct Investment	Duan Jason	B	BJ
CHINA'S EXCHANGE RATE REGIME: CHALLENGES AHEAD	Li Guojie	B	BJ
A Comparative Study: Universal Banking System Versus Specialized Banking System	Li Kang	B	BJ
Sunk Cost, Investment Incentives and Foreign Direct Investment Inflow	Ni Xiaoyu	B	BJ
The Impact of Online Baking on Chinese Bank System Reform	Nie Jin	B	BJ
The Integration of the IT Adoption and Strategic Management Of Chinese SMEs	Li Jindong	B	GU
Application of Management Innovation in Controlling the Risks and Uncertainty Faced by the Large Family Owned Enterprises in China	Yang Baoling	B	GU
Status and Analysis of E-Business Application in Wenzhou Private Enterprises	Yang Huanchun	B	GU
Performances Appraisal of Senior Managers in Chinese State-owned Enterprises	Zheng Xiaojun	B	GU
Research on the Accounting Conformation and Measurement Automation System in E-Business Environment	Chen Xiaoyi	B	HB
Collaborative Research of Enterprises Information System under the Condition of B2B	Wang Hui	B	HB
Integration Enterprise Information System Oriented to E-Business	Wang_weijun	B	HB

Study on the Manufacturing Enterprises Cluster Resource Integration and Management to E-Business	Zheng Hongxing	B	HB
A Requirement Framework for an ERP Project	Zhong Yi	B	HB
The Analysis of Vendor-Managed-Inventory Policy on Bullwhip Effect of Supply Chain	Cao Qinren	B	SH
Certain Ponders of Constructing the Customer-Oriented Supply Chain Management Pattern	Chen Zhihao	B	SH
Constructing the Flexible Decision Mechanism in Supply Chain	Deng Ning	B	SH
Design Model for Supply Chain Configuration Combined with the Product Development Processes	Qin Xuwei	B	SH
Supply Chain Solution of Chinese Automotive Industry Based on Collaborative Commerce	Zhang Hao	B	SH
Analysis on Custom Relationship Management of Commercial Banks	Gao Hong	B	TJ
AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN E-SERVICE QUALITY AND CUSTOMER RETENTION	Li Chunqing	B	TJ
The Implementation of eCRM in E-Business Environment and the Establishment and Management of Customer's Loyalty	Luo Nianbei	B	TJ
Customer Relationship Management in the Era of Electronic Commerce	Qin Jianqin	B	TJ
The Strategy Study of Chinese Enterprises Implementing CRM Based on E-Business	Shu Wei	B	TJ
A semiotic analysis for knowledge management	An Hongchang	C	BJ

The Division of Knowledge, Coordination of Labor, and the Firm	Wang Kaiming	C	BJ
A fuzzy multicriteria method for appraising manager's quality of knowledge management in learning organization	Yan Ming	C	BJ
A Study on the Relationship between Competitive Intelligence and Knowledge Management	Zhang Jing	C	BJ
Linking eBusiness Risk Management with IT Governance	Chan Sally	C	HB
Electronic Commerce and Corporate Reforms	Wang Chengchang	C	HB
A Bright Future and the Obstacles: A Research into the Consumer-to-Consumer (C2C) Electronic Commerce in China	Wang Xiaochuan	C	HB
E-Business Flexibility, Investment and Performance	Yuan Haiying	C	HB
An Analysis on Wintel Alliance by Positive Feedback Effect	Gui Ping	C	SH
China's Export Marketing Strategy for EU Toy Market	Luan Zhiqiang	C	SH
Research of Using the Methodology of Balanced Scorecard to Evaluate the Core Competence	Wang Chao	C	SH
A Research on Total Management of Creating Economic Profits	Xin Hailong	C	SH
The Application in Supply Chain Management based on Data Mining and Data Warehouse	Hu Hao	C	TJ
The integral application of fuzzy clustering analysis and fuzzy model discernment on the data mining	Liu Yongjun	C	TJ

The Design and Implement of the CRM Data Mining Model Based on Artificial Neural Network & Genetic Algorithm	Qin Hua	C	TJ
A Study on the Data Mining Method Oriented to Electronic Business	Zhang Shuhong	C	TJ
Strategic Decision-Making in Information Technology Investment Based on Real Option Theory	Liu Shengfu	D	BJ
Integrating Target Costing and the Balanced Scorecard	Souissi Mohsen	D	BJ
Multistage Flexible Strategic Performance Evaluation of Investment Decision-Making of Firm	Xiao Deyuan	D	BJ
Application of Multi-Objective Dynamic Programming Based on Fuzzy Compromise in Investment Decision-Making	Zhang Shoufeng	D	BJ
The analysis based on the artificial neural network in the application of the railroad ticketing system	Fan Lili	D	HB
A Visual Method Based on Classification of Commodity Information	Liu Wei	D	HB
Characteristics of Rural Citizens in an Electronic Government Environment	Palmer Terry	D	HB
The Research on 3D Virtual Emporium	Yu Xiaopeng	D	HB
Multi-Attribute Auctions Model for Electronic Procurement	Duan Ling	D	SH
A Study of Online Auctions in China Mainland Based on Rayport-Sviokla Model	Huang Zhengwei	D	SH
A Porter Model of South Korean Defense Procurement Strategy	Taylor Travis K	D	SH

The Model of Corporate Political Performance Assessment System	Wei Wu	D	SH
On the relationship of employees loyalty and enterprise development	An Hongchang	D	TJ
Critical Knowledge / Skill Sets for Entry-Level IS Professionals: A Study Based on the IS Recruiters' Perception	Fang Xiang	D	TJ
Job Satisfaction Level of Petrochemical Workers in the Philippines: A Comparative Case Study	Morrill David J	D	TJ
E-Commerce: The New Challenge for Human Resource Management in China	Zhang Qi	D	TJ
The partner selection in virtual enterprises based on fuzzy pattern recognition	Chen Wen	E	BJ
A FUZZY INFERENCE SYSTEM FOR THE DETERMINATION OF SIMILARITY-REDUCED COEFFICIENTS IN META-SEARCH ENGINE SYSTEM	Wu Bing	E	BJ
The Study of Enterprise Credit Rating Model Based Fuzzy Logic and Neural Network	Zhang Dedong	E	BJ
A Macro Fuzzy Model for Software Quality Metrics	Zhang Kai	E	BJ
Strategic Implications of E-Marketing for SMEs Going International: The Case Study of Suzhou Embroidery Shop	Shi Feng	E	GU
Strategies for Retailers to Aggrandize the scale of E-Retailing	Tang Dingna	E	GU

Structuring Private Scientific and Technological Enterprise Innovative Service System: Promoting the development of private scientific and technological enterprise	Yan Xuxian	E	GU
An Investigation on Customer Satisfaction of E-Commerce Applications in China	Zhong Wei	E	GU
A Case Study of Enterprise IT Infrastructure and Sustainable Competitiveness	Dai Zong	E	HB
Modeling EC Systems With Unified Modeling Language	Duan Ling	E	HB
Discovering B-clusters & B-authorities in E-commerce Site by Visualized Method Based on Undirected Graph	Yang Feng	E	HB
Electronic Commerce, Chain Supermarkets and Flexibility - A Supply Chain Perspective	Yu Jing	E	HB
The Cyber Marketing Strategy for Enterprises Based on the Consumption Cultures in Information Economy	Hou Zubing	E	SH
From Distribution to Direct Marketing: A Theoretical Analysis on the Effect of the Relationship of Distribution Channel in EB Era	Pan Huiping	E	SH
The Design and Analysis of Anonymous Internet Marketing Survey Protocol	Qi Ming	E	SH
Relationship Marketing and Its Necessary Use in Enterprises	Yan Liang	E	SH
Pattern Advertising: An Advocated Global Advertising Strategy During Globalization Age	Chen Hanlin	E	TJ
How Interactivity and Vividness Influence the Effectiveness of Interactive Advertising Under Different Product Types	Huang Mingxue	E	TJ

Factors Affecting Chinese Consumers' Continuance Online Purchase Intention	Liu Xinyan	E	TJ
Effects of Functional Factors and Symbolic Factors on Online Brand	Zhu Huawei	E	TJ
Capital Account Liberalization in China: Speed, Preconditions and Sequence	Cao Yong	F	BJ
Research on Characters and Limit Problem of Intangible Assets	Fan Lili	F	BJ
Reasons and Problems of the Merger and Acquisition in between TCL and Thomson	He Tian	F	BJ
INDUSTRY: AN ANALYSIS OF STOCK MARKET RESPONSES TO CODESHARING AGREEMENTS	Woo Wonseok	F	BJ
Opportunities and Challenges to the Listed Companies with the Implementation of QFII in China Mainland Stock Markets	Xu Tingwu	F	BJ
Diffusion of Information Technology over Digital Economy: Consideration and strategy of Attenuating Chinese Digital Divide	Dou Xiaojun	F	GU
Regional Economic Integration & Economic Globalization	Li Huawei	F	GU
Four Cumulative Determinants on China's Sustainable Economics Transition	Wang Nianyong	F	GU
Developed World Ought to Cooperate with Developing World to Develop World's E-Commerce	Zhou Hong	F	GU
Study of product information model on the basis of design pattern in E-Business platform	Han Jing	F	HB
Study of Collaborative Kinetic Model of the Electronic Commerce Project System	Li Ling	F	HB

Thumb Economy: An Unexpected Gold Mine Dug by China E-Business Development	Tang Jun	F	HB
The Individuation Services in the M-Commerce	Yu Xiaoming	F	HB
Research on Personalized Service under the mode of E-Business	Zhan Rong	F	HB
Innovation and Change in an Organization Structure in Electronic Commerce in Terms of Contingency Approach to Organization Design	Chen Lianfang	F	SH
How E-Government Helps Combat Corruption in Developing Countries	Liu Yinbin	F	SH
A Theoretical Framework for Electronic Commerce Dimensions	O'Keefe Tim	F	SH
Strategic Research on Developing Tourism E-Commerce in the Yangtze's Cruise Industry	Yan Zhiwu	F	SH
The study of practical scenario of short message value-added service platform based on SGIP	Zheng Zhaoxia	F	SH
E-Commerce and Trade Between the U.S. and China	Xu Zhenhui	F	TJ
The trend of the E-Commerce Trade Volume	Yang Jianzheng	F	TJ
Conceiving of the mode of E-Business in international technology trade	Yi Jiu	F	TJ
Study On the Model of Sustainable Development of China's Foreign Trade	Zhuang Huiming	F	TJ

## Attention presenters!

Please introduce yourself to your session chair ahead of time. If for any reason you do not show up on time, your presentation time slot will be shared by the others in your session.

Time	Room	Session Chair
A	HB	Kim V Andersen
A	BJ	Abderrahman Robana
A	SH	Long Junsheng
A	TJ	Qi Ming
A	GU	Frank Duserick
B	HB	Kim V Andersen
B	BJ	Jason Duan
B	SH	Dolun Oksoy
B	TJ	Shu Wei
B	GU	Yang Baoling
C	HB	Sally Chan
C	BJ	Duserick
C	SH	Luan Zhiqiang
C	TJ	Wilfred Huang
D	HB	Fan Lili

D	BJ	Mohsen Souissi
D	SH	Travis Taylor
D	TJ	Xiang Fang
E	HB	Zong Dai
E	BJ	Wilfred Huang
E	SH	Yan Liang
E	TJ	Huang Mingxue
E	GU	Shi Feng
F	HB	Tang Jun
F	BJ	Wonseok Woo
F	SH	Tim O'Keefe
F	TJ	Zhenhui Xu
F	GU	Wang Nianyong