



The Second Wuhan International Conference on Electronic Business  
**21<sup>st</sup> Century Electronic Commerce: Integration and Innovation**

19–21, October 2002, Bajiao Building Conference Center, China university of Geosciences,  
Wuhan, China

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## Conference Agenda

### Conference Registration:

18 October 2002, 14:00----17:00, Academic Exchange Center, C.U.G

19 October 2002, 8:00----9:00, Bajiao Building Conference Center, C.U.G

### Conference Schedule:

#### **8:30—9:00 Vice Mayor Meeting Foreign Experts**

Location: No.1 Meeting Room, Reception Center, C.U.G

**October 19<sup>th</sup>, 2002**

#### **9:00—10:00 Welcoming Ceremony**

Location: Bajiao Building Conference Center

Chair: Jing Zhao, Professor, College of Management, China University of Geosciences, China

Welcoming Speeches by: Changming Yang, Vice President of China University of Geosciences (Wuhan),  
China

Vice Mayor of Wuhan City

Group Photo Taking: officials and conference representatives

#### **10: 00—12:00**

#### **Session 1: Sociology, Economy and Culture**

Location: Bajiao Building Conference Center

Chair: Dolun Öksoy, Professor of Management Science, College of Business, Alfred University, U.S.A

#### **10:00—11:00 Keynote Speech**

10:00—10:30:

1. “E-Trade Bridge Program:A Modular Program on E-Trade for Small-Medium-Enterprises”

John Gillies, UNCTAD/WTO, International Trade Center, United Nations Development Programme,  
U.S.A.

10:30—11:00

2. “The Impact of Mobile Business”

Dr. Richard Scudder, Associate Professor, University of Denver, Denver, U.S.A.

#### **11:00—12:00 Paper Presentation**

11:00—11:30

1. “New Financial Information System Entrepreneurs Need to Know to Raise Capital”

Dr. Abderrahman Robana Professor of Economics, College of Business, Alfred University, U.S.A.

11:30—12:00

2. “IT and the US Macroeconomy”

Maria Claret Mapalad-Ruane, Assistant Professor of Economics, College of Business, Alfred

University, U.S.A.

**12:15— Lunch**

**13:30—17:40**

**Session 2: Information System and Technology**

Location: Bajiao Building Conference Center

Chair: Shuqin Cai, Professor, College of Management, Huazhong University of Science and Technology, China

**13:30—15:00 Keynote Speech**

13:30—14:00

1. “System Development Life Cycle Approach to Global Enterprise Resource Planning Implementation”

Wilfred V. Huang, Professor of MIS, College of Business, Alfred University, U.S.A.

14:00—14:30

2. “Process Management and Electronic Commerce”

Shaozu Mei, Professor, School of Management, University of Science and Technology Beijing, China

14:30—15:00

3. “Framework for Organizational Implementation of E-Business Models”

Niels BJORIN-ANDERSEN, Director of Center for Electronic Commerce Copenhagen Business School ,  
Howitzvej 60,#515, DK 200 Frederiksberg, Denmark

**15:00—17:40 Paper presentation**

15:00—15:30

1. “Research on Analytical CRM Model Based on Data Mining”

Zhixin Ma, College of Information Science and Engineering, Lanzhou University, China

**15:30—15:50 Break**

15:50—16:20

2. “On Total Supervision System in Informationization Projects”

Hongchang An, School of Management and Economics, Beijing Institute of Technology, China

16:20—16:40

- 3 “Three broad-band connection ways and their contrast”

Xuejun Huang, Wuhan Telecommunications Company, China

16:40—17:10

4. “An Evaluation of Australian Government E-service Websites”

Xuetao Guo, Faculty of Information Technology, University of Technology, Sydney

17:10—17:40:

5. “The Analysis of China’s Domestic Digital Divide”

Yichen Liao, School of Business, Wuhan University, China

**18:00—19:30 Welcoming Dinner**

**20:00 —21:00 Campus Visiting**

**October 20<sup>th</sup>, 2002**

**9:00—12:00**

**Session 3: Innovative Management**

Location: Bajiao Building Conference Center

Chair: Maria Claret M. Mapalad, College of Business, Alfred University, U.S.A

**9:00—10:00 Keynote Speech**

9:00—9:30

1. “Innovation and Change Management: A Six Sigma Approach”

Dolun Öksoy, Professor of Management Science, College of Business, Alfred University, U.S.A.

9:30—10:00

2. “E-Business and Supply Chain Management”

Junsheng Long, V-Dean, Department of Logistics and Electronic Commerce, Guanghua School of Management, Peking University, China

**10:00—11:50 Paper Presentation**

10:00—10:30

1. “Innovational Direction of SCM: Integrated E-SCM”

Jie Huang, College of Management, Wuhan University of Technology, China

**10:30—10:50 Break**

10:50—11:20

2. “Operational Mode for Enterprises Under the Environment of E-Commerce”

Xicheng Wang, Department of Administration, Guilin University of Electronic Technology, China

11:20—11:50

3. “Enterprise Business Strategy in E-Business Environment”

Zhihao Chen, Zhongnan University of Economics and Law, China

**12:00—13:00 Lunch**

**13:30—17:30**

**Session 4: Electronic Markets and Consumer**

Location: Bajiao Building Conference Center

Chair: Junsheng Long, V-Dean, Department of Logistics and Electronic Commerce, Guanghua School of Management, Peking University, China

**13:30—14:30 Keynote Speech**

13:30—14:00

1. “Internet Marketing in China: A Brief Overview”

Minxue Huang, Doctor, Business School, Wuhan University, China

14:00—14:30

2. “Interactive E-Commerce Model for the Electronic Markets in China:

An E-Commerce Process Perspective”

Jing Zhao, Professor, College of Management, China University of Geosciences, China

**14:30—17:30 Paper presentation**

14:30—15:00

1. “Electronic Commerce: The Impact of Web Site Characteristics on the Link between Relationship Marketing and Customer Loyalty”

Assion Lawson-Body, College of business and Public Administration, University of North Dakota, , U.S.A.

15:00—15:30

2. “Development and Evaluation for Online Tourism Service in China”

Zi Lu, Faculty of Information Technology, University of Technology, Sydney, Australia

**15:30—15:50 Break**

15:50—16:20

3. “Examining Customer Relationship From the Perspective of Marketing Principles”

Feng Shi, Department of Management, Guilin University of Electronic Technology, China

16:20—16:50

4. “Observation and Evaluation of Online Banks”

Weijun Wang, post-Dr., School of Management, Wuhan University of Technology, China

16:50—17:10

5. “E-Commerce Simulation Experimentation Probe ”

Jun Feng, Associate Professor of Network Management and Research Center, Northern Jiaotong University, China

17:10—17:30

6. “Introduction to E-Commerce Simulation System Software”

Hongyan Sun, E-Commerce 21Century Network School, China

**18: 00 Dinner**

**20:00—21:00 Chinese Culture Forum**

**October 21<sup>th</sup>, 2002**

**8:00- 12:00 Visiting Wuhan City**

**12:00: Lunch**

**17:00- 18:30 Feasting Foreign Experts**

by Professor Yanxin Wang, Vice President of C.U.G

Location: Waizhao Restaurant in C.U.G

**Closure of Conference**

**October 22<sup>th</sup>----24<sup>th</sup>, 2002: Visiting the Three Gorges (Fees will be asked for)**

Assemble Location: Bajiao Building Conference Center

Assemble Time: 11:30 A.M, October 22<sup>nd</sup>, 2002

Departure Time: 12:00 A.M, October 22<sup>nd</sup>, 2002

Return Time: 12:00 P.M., October 24<sup>th</sup>, 2002