



**The Fourth Wuhan International Conference
On E-Business:
The Internet Era & The Global Enterprise**

**Lake View Garden Hotel
Wuhan, P. R. China
June 4-5, 2005**

**第四届
武汉电子商务国际会议
网络时代与全球化企业**

湖滨花园酒店
中国武汉
2005年6月4-5日

Part I. Conference Program

Part II. Presentation Timetable

The Fourth Wuhan International Conference on E-Business

The Internet Era & The Global Enterprise

Registration

June 3, 2005

14:30—17:00 Lake View Garden Hotel

19:00—21:00 Center of Academic Exchange, China University of Geosciences

June 4, 2005

07:30 Lake View Garden Hotel

Day 1 (Saturday June 4, 2005)

09:00 Opening

Program – Jing Zhao , Co-Chair , The Center for International Cooperation in E-Business (CICEB), China University of Geosciences, China

Welcome –Governor of Hubei Province

Welcome –President of CUG

Welcome –Wilfred Huang, Co-Chair, College of Business, Alfred University

Welcome –Yan Liang, Dean of College of Management, CUG

09:45 Group photo taking

10:15-12:00 Keynote Address

Chair- *Wilfred Huang*, College of Business, Alfred University, USA

Title: Internet-based E-commerce vs. Mobile Commerce: the Key Differences

Dr. Yufei Yuan, Wayne C. Fox Chair in Business Innovation Professor of Information Systems, Advisor, McMaster e-Business Research Center, Michael G. DeGroote School of Business McMaster University, Canada

Title: Key Issues in Information Systems Management: Highlighting Research Diversity

Dr. Felix B Tan , Professor of Information Systems, Head of the School of Computer and Information Sciences and Associate Dean (Research) for the Faculty of Design and Creative Technologies at Auckland University of Technology, New Zealand.

12:00 **Lunch**

13:15 **Paper Presentation**

15:00 **Coffee Break**

15:15 **Paper Presentation**

17:00 **End of Day 1**

17:15 **Reception**

18 :30 **Visit Museum of CUG**

Day 2 (Saturday June 5, 2005)

08:15 Keynote Address

Chair- *Frank Duserick*, College of Business, Alfred University , USA

Title: Survey on Modeling and Optimization for E-Commerce

Dr. Dingwei Wang, Director and professor with the Institute of Systems Engineering, College of Information Science and Engineering, Northeastern University, China

Title: Innovations in Strategic Banking, Finance Reform, Change Management: Proactive Asset Prices Simulation for Financial Risks Early Warning

Dr. Warren Huang, OSA Int'l Operations Analysis, San Francisco, Ca., USA

10:00 **Coffee Break**

10:15 **Paper Presentation**

12:00 **Lunch**

13:15 **Paper Presentation**

15:00 **Coffee Break**

15:15 **Paper Presentation**

15:15 **PhD Forum**

Chair-*Shuqin Cai*, Huahzong University of Technology and Sciences, China

17:00 **Poster Session**

18:00 **End of Day 2**

18:15 **Dinner**

Closing Address

Frank Duserick, , College of Business, Alfred University , USA

Session Topics

Time\Room	Hall 1#	Hall 2#	Hall 3#	Hall 4#
June 4 13:15 –15:00	E-Business	International Finance	Innovation Management	
June 5 10:15 –12:00	E-Business	International Finance	Innovation Management	
June 5 13:15 –15:00	E-Business	International Finance	Innovation Management	
June 5 15:15 –17:00	E-Business	International Finance	Innovation Management	PhD Forum

Session Chairs

Time	Chair of Hall 1#	Chair of Hall 2#	Chair of Hall 3#	Chair of Hall 4#
June 4 13:15 –15:00	Yufei Yuan	Shuai Chuanmin	Long Junsheng	
June 5 10:15 –12:00	Huang Minxue	Zong Dai	Frank Duserick	
June 5 13:15 –15:00	Felix B Tan	Warren Huang	Sylla Cheickna	
June 5 15:15 –17:00	Wilfred Huang	Mary Loyland	Hou Zubing	Shuqin Cai

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.

Paper Presentation Sessions(EB)

No	Title	Presenter	Time	Hall
1	How the Characters of Online Messages Influencing on Buying Behaviours of the Members in the Online Community	Cai Fengyan Huang Minxue	June 4 13:15 -15:00	1#
2	Partner Selection Problem in Virtual Enterprise and its GA Solution	Cao Hongyi Cao Lili	June 4 13:15 -15:00	1#
3	A Formal Communication Model for E-Business Oriented Multi-agent Automated Negotiation	Cao Mukun Feng Yuqiang Wang Chunyan	June 4 13:15 -15:00	1#
4	Research on the Backward Propagation Neural Network Model for Evaluating Synthetic Economic Benefit of Introducing Projects	CHEN Rong-da MAO Like XIAO De-yun	June 4 13:15 -15:00	1#
5	Research on the Configuration of Collaborative Product Commerce and the Feature Analysis Model in Manufacturing Enterprises	Chen Yong Xiuju Lan Liewei Xie	June 4 13:15 -15:00	1#
6	An Empirical Study on the Effect of Website Quality on Cyber Customer Satisfaction	Chen Zhi-hao	June 4 13:15 -15:00	1#
7	Trust Risk Formation in E-Commerce: A Game Between Supervisors and Traders	Cheng Yun-xi	June 4 13:15 -15:00	1#

8	Study on Unified Workflow Pattern	Deng Qijun Meng Bo He Xiaoming Liu Jiangtao Yu Xiaopeng	June 4 13:15 -15:00	1#
9	The Analysis of Mobile E-Business Value Chain	Du bin Liu xiping	June 4 13:15 -15:00	1#
10	The Risk Analysis of E-Government Information System Based on ISM	Du Renjie Zhi Wei Tang Tian Peng Gao	June 4 13:15 -15:00	1#
11	Constructing the Trust System for the Information Society Under E-commerce in China	Feng Ji-Xuan Huang Xiao-Ying	June 4 13:15 -15:00	1#
12	Design Secure Managerial System for E-Business Enterprises	Feng Yuan	June 4 13:15 -15:00	1#
13	The research of the electronic commerce system mode based on grid technology	GuiWeiXia	June 4 13:15 -15:00	1#
14	The practical application process of client database in market strategy within automobile industry	GUO Wei	June 5 10:15 -12:00	1#
15	Research On Conceptual Model For Developing E-loyalty	Huang Manyu	June 5 10:15 -12:00	1#
16	How Personal Skill and Challenge of Websites Affecting Online Behaviors on Information-Oriented and Trade-Oriented Websites	Huang Minxue Huang Yong Cao Huoping	June 5 10:15 -12:00	1#
17	Building and Using High-performance Finance Simulation Platform on Intranet in Java	Lan Rong	June 5 10:15 -12:00	1#
18	Empirical Study on Relationship between E-Service Quality and Customer Retention in Pre-Purchase Stage	Li Chunqing Li Zhao Ping Chen Rong Wang Yang	June 5 10:15 -12:00	1#
19	Business Process Mining In BPMS	Li Yan Feng Yu-qiang	June 5 10:15 -12:00	1#

20	The Innovation of Information Management Based on ERP and GIS in the Scenic Areas	LI Zhifei LI Jiangmin	June 5 10:15 -12:00	1#
21	Subsidiary Company of MNC Performance Evaluating Based on PCA and ANFIS	Liu Ruiyu Haoyue Xu Peng Peng	June 5 10:15 -12:00	1#
22	A Comparative Study for Vender Selection Method in Electronic Business	Liu Xiaofeng, Xuping WANG	June 5 10:15 -12:00	1#
23	The Simulation of Information Collaboration in Supply Chain Based on Dynamic Multi-Population Evolutionary Genetic-Neural Network	Liu Yongjun, Nie Guihua Luo Yaoming	June 5 10:15 -12:00	1#
24	The integrated product development process optimization	LU Jian-sha ZHU Jiong-lin CHEN cheng-pin	June 5 10:15 -12:00	1#
25	Co-evolution of Agents in Self-organized Criticality	Lu Quan' Jing Chen XiaoPeng Yu	June 5 10:15 -12:00	1#
26	Virtual Technological innovation Alliances: the Necessary Way to Cultivating Scientific and Technological competitiveness for the Chinese Non-state Owned Enterprises	LV Jun HOU Jundong	June 5 10:15 -12:00	1#
27	Key Determinants of e-Service Quality in Chinese Online Broking: An Application of the SERVQUAL Model	Peng Yan, Xinping Xia	June 5 13:15 -15:00	1#
28	The Research on the Mechanism of Value's Gaining and Transforming of Enterprise Information Resources	Qi Lili	June 5 13:15 -15:00	1#
29	Design and Application of Carrier Based Wireless Container Information System	Qi Ming Wei Binbin	June 5 13:15 -15:00	1#
30	Building Effective E-Commerce With Web Personalization	Shen Bo Xu Shenghua	June 5 13:15 -15:00	1#
31	General Planning on China Railway E-Commerce System	Shen Rui Ji Changxu Liu Jun	June 5 13:15 -15:00	1#

32	Research on Quantitative Analysis Method for Establishing Evaluation Indexes System of Complex Systems	Sun Qingwen	June 5 13:15 -15:00	1#
33	Comprehensive Evaluation Method of Information System Based on Wavelet Neural Network	Tang Zhi Wei Fu Ping	June 5 13:15 -15:00	1#
34	E-Business IT Outsourcing and it's Managerial Model	Wu Si Jiao Jian	June 5 13:15 -15:00	1#
35	Commercial Flexibility Service System of Community Based on SOA	Wu Yan-wen Wu Zheng-hong Li Jin-ling	June 5 13:15 -15:00	1#
36	A Research on the Administration Factors' Influence upon Trust Risk in E-commerce	Xiao Kai-hong Wei Ming-xia	June 5 13:15 -15:00	1#
37	The Limitations and Approaches of Enterprises Quality Information Management In Supply Chain	Xiong Ying Cao Changxing Ma Haiyan Zeng Xi	June 5 13:15 -15:00	1#
38	A Scheme of Proxy Signing on Confidential Contact	Xu Botong Guo Heqing Ou Yuyi	June 5 13:15 -15:00	1#
39	Application of QFD for E-government Planning at County Level	Xu Ming Jia Zhi Wei Tang Boon L.Tan	June 5 13:15 -15:00	1#
40	The Research on 3D B2B E-Business Model	YU Xiao-gao	June 5 13:15 -15:00	1#
41	The Research on Agent-based 3D Commodity in E-Commerce	Yu Xiao-peng Meng Bo Zhou De-yi	June 5 15:15 -17:00	1#
42	Empirical Analysis of the E-government Development Level of Chinese Foreign Trade and Economic Cooperation	Yun Hong Guo Shuojia Liu Qiuyue	June 5 15:15 -17:00	1#

43	The Application Study of Electronic Commerce in Jewelry Industry	Yun Hong Xu Yeqing	June 5 15:15 -17:00	1#
44	The Fourth Party Logistics Under the Condition of Collaborative E-Business	Zhang Hao Zhao Xinyang	June 5 15:15 -17:00	1#
45	A Study of E-commerce Payment Security based on Intelligent Agent	Zhao Ji-di Hui-zhang SHEN Ying Peng	June 5 15:15 -17:00	1#
46	Perception and Adoption of E-Business with Enterprises in China	Zhao Jing Wilfred V. Huang Zhen Zhu Frank Duserick	June 5 15:15 -17:00	1#
47	A study on the relationship between e-satisfaction and e-service quality	Zhao Xuefeng Jia Lijun	June 5 15:15 -17:00	1#
48	A Study on the Evaluation Model of Website Quality	Zhao Xuefeng Jia Lijun Zhang Jinlong	June 5 15:15 -17:00	1#
49	Study on Multilevel Fuzzy Synthetical Evaluating Model of Environmental Performance of Green Supply Chain among Chinese Manufacturers	Zhao Yapeng	June 5 15:15 -17:00	1#
50	The Development of a Survey Instrument to Explore E-business Planning in Canada, China and Taiwan	Decou Judy Jack Huang Diana Kao Peiji Shao	June 5 15:15 -17:00	1#
51	A Study of Inter-organizational collaborative Software Development	Mohtashami Mojgan SyllaCheickna Deek Fadi Im II	June 5 15:15 -17:00	1#
52	Supply Chain Transformation for Enhancing Corporate Performance	Zong Dai Frank Duserick Wilfred Huang	June 5 15:15 -17:00	1#

Paper Presentation Sessions(IF)

No	Title	Presenter	Time	Hall
1	How to reform China's foreign exchange rate regime	Cao Yong	June 4 13:15 -15:00	2#
2	The Research on Evaluation of Venture Project's Risk Based on SVM	Li Jue Yang Qing	June 4 13:15 -15:00	2#
3	Trade Effects Induced by Taiwanese Investment in the Mainland China	Liu Xinying Wang Peizhi	June 4 13:15 -15:00	2#
4	Analysis of Evolutionary Game on the Individual Housing Credit Market	Luo Rong-gui Chen Xiao-ming	June 4 13:15 -15:00	2#
5	Foreign Capital Introduction and Management of Foreign-funded Agri-Projects in China: Problems and Recommendations	Shuai Chuanmin Liu Song	June 4 13:15 -15:00	2#
6	An Approach to Enterprises Credit Evaluation Based on Back-propagation Neural Network	Sun Qing-wen Wu Jin-xing Luan xiao-Hui	June 4 13:15 -15:00	2#
7	A Framework on Developing an Intelligent Discriminating and Analyzing System of Anti-Money Laundering	Tang Jun	June 4 13:15 -15:00	2#
8	Global Competitiveness of Chinese Auto Industry	Wang Long	June 4 13:15 -15:00	2#
9	Industry Momentum Strategies in China's Stock Market	Wang Xiangyang Zhang Hua Yang Zhiying	June 4 13:15 -15:00	2#
10	A Research of Deposit Insurance Mechanism Overcoming Moral Hazard	Wang Xian-jia Zhu Zhong-yun Ouyang Fangrui	June 5 10:15 -12:00	2#
11	A Research of Deposit Insurance Mechanism Overcoming Adverse Selection	Wang Xian-jia Zhu Zhong-yun Yin Hong	June 5 10:15 -12:00	2#

12	Measuring Emerging stock market risk Based on Mixture Density Networks: a Case of China	Wang Xinyu Song Xuefeng	June 5 10:15 -12:00	2#
13	The Risk Assessment of Virtual High-technology Enterprise	YANG Qing WANG Zhan PAN Ane	June 5 10:15 -12:00	2#
14	Risk law of venture capital	Yang Yan-ping	June 5 10:15 -12:00	2#
15	A Research Note on Innovation in the Chinese Financial System within the WTO Framework	Zhang jiacheng	June 5 10:15 -12:00	2#
16	A Study into the Technical Trade Barriers against Chinese Exports	Zhang Jing	June 5 10:15 -12:00	2#
17	Futures Investment Risks Identification In Ecological Information Environment	Zhang Yu-zhi Jing Ji-peng	June 5 10:15 -12:00	2#
18	Neural Network Application of GDP Forecasting in China	Zhong Yong-Jun	June 5 10:15 -12:00	2#
19	Effects of FDI inflows upon Employment in China: An Empirical Study	Zhu Jin Sheng Yang Wei Liang	June 5 10:15 -12:00	2#
20	Causality Relation between Money and GDP on the Condition of Low Inflation in China	Liu Chuanzhe, Nie Xuefeng He Lingyun	June 5 10:15 -12:00	2#
21	A Rational Analysis of the Corporate Bonds Market in China	Wang Peizhi Liu Xinying	June 5 13:15 -15:00	2#
22	Quality Control with Two-stage pricing model of medical logistics	Wu Dejun Zhao Lindu Han Ruizhu	June 5 13:15 -15:00	2#
23	A three-factor analysis model of human resource development and management: a case study	Yu Jing Qiushuo He Xiang Li	June 5 13:15 -15:00	2#
24	Ownership, Control and Performance of U.S.-China Joint Ventures: A Longitudinal Study	Duan Jason Chuanmin Shuai	June 5 13:15 -15:00	2#

25	A Comparison of Attitudes Toward “ Overseas ” Study Between Undergraduate Students in the United States of America and China	Loyland Mary O'KeefeTimothy	June 5 13:15 -15:00	2#
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Paper Presentation Sessions(IM)

No	Title	Presenter	Time	Hall
1	Study on Connection of Specialization and Diversification for Enterprise Strategy	Chen Bin Yuan Zepei	June 4 13:15 -15:00	3#
2	Evaluation of customer value based on BP neural network	Chen Guang hui Zhang Juang	June 4 13:15 -15:00	3#
3	Manpower Forecasting with Neural Network Optimized by An Immunological Approach	CHEN Yi YANG Changming	June 4 13:15 -15:00	3#
4	The Game Analysis of State-owned Enterprises' Organizational Transformation	Chen yun Yang zhenyu	June 4 13:15 -15:00	3#
5	A Methodology for Measuring Supplier Performance and Supplier Selection	Cheng Dayou Feng Yingjuan	June 4 13:15 -15:00	3#
6	A model for profit allocation between integrator and manufacturer based on integrated supply	Cheng Haifang Jianhu CAI	June 4 13:15 -15:00	3#
7	Using Intelligent Business Objects to Facilitate Workflow Task-Distribution at Runtime	Deng Qijun Meng Bo Liu Jiangtao	June 4 13:15 -15:00	3#
8	Research on Urban Competence (UC) in the era of Knowledge Economy	Dong Lan Li Haiying	June 4 13:15 -15:00	3#
9	GAME ANALYSIS FOR LARGE CUSTOMER DIRECT PURCHASE ELECTRICITY UNDER OPEN ELECTRICITY MARKET	Fang DEBIN WANG XIANJIA	June 4 13:15 -15:00	3#
10	Exploring New Business Patterns For The E-Business Era	Feng Dexiong	June 4 13:15 -15:00	3#
11	Intelligent Clustering Based Content Classification	Gao Huiying Renchu Gan	June 4 13:15 -15:00	3#

12	Doing Business in China: The Consideration of Cultural Difference	Gao Yongqiang	June 4 13:15 -15:00	3#
13	Research on the Elements, structure and Conjunction Mechanism of Industrial Innovation System	GUAN Shun-feng HU Shu-hua	June 5 10:15 -12:00	3#
14	Research on Industrial Innovation Organization	GUAN Shun-feng HU Shu-hua	June 5 10:15 -12:00	3#
15	Research on Design Object Decomposition in Product Development Chain	Guo Yuehua Yin-Liuying	June 5 10:15 -12:00	3#
16	A Study on the Evaluation and Controlling of Service Quality for 3rd Party Logistics	He ShuGuang LieWei CHEN ErShi QI	June 5 10:15 -12:00	3#
17	Research on Strategy of Small and Medium-Sized Enterprises Sustainable Development in China	Huang Chunping Zhenxiang ZENG Dawei YUE	June 5 10:15 -12:00	3#
18	A Research on the Supply Chain Buyback Decision Based on the Consumer Surplus	Huang Weilai Yabing Ke	June 5 10:15 -12:00	3#
19	The Innovation Behavior in Chinese Transition Economy: Evidence from Sedan Industry	Kang Canhua Sun Yanlin	June 5 10:15 -12:00	3#
20	Study on an Application of Data Signal Processing in GPS Vehicle Monitor System	Lai Mei Liu Zhi	June 5 10:15 -12:00	3#
21	Responsiveness Analysis and Evaluation of Order Fulfillment process	Lan Xiuju Tang Hongtao Chen Yong Lu Jiansha	June 5 10:15 -12:00	3#
22	What, where and how much are university students shopping online in china	LIAO Yi-chen GAO Jia LI Ling-ling	June 5 10:15 -12:00	3#
23	The Analysis and Evaluation of Technological Innovation Performance of Non-state-owned S&T Enterprises	Liu Man-feng Xiao Long	June 5 10:15 -12:00	3#
24	Study on the Innovative Characteristics of Software Enterprise in China	Liu Shunzhong	June 5 10:15 -12:00	3#
25	Study on the Innovative Source of Manufacturing Informationization	Liu Shunzhong	June 5 10:15 -12:00	3#

26	The Expanded Service Profit Chain Model of China	Liu Xin-yan	June 5 13:15 -15:00	3#
27	Research on Stimulation Mechanism in Supply Chain Based on Dynamic Games with Simultaneous-Move	Liu Yongjun Nie Guihua	June 5 13:15 -15:00	3#
28	Sci-Tech Environment and Technology Innovation of Sci-Tech SMEs in Wuhan	Liu Yuqing	June 5 13:15 -15:00	3#
29	Partner Selection of Dynamic Alliance Based on Data Mining Method	Lv Yongceng Peng Benhong	June 5 13:15 -15:00	3#
30	Research on Evaluation of IT Capability in manufacturing industry	Ma Yanfeng Yalin Wang	June 5 13:15 -15:00	3#
31	Empirical Research of the factors to impact synergetic innovation for large and middle scale enterprises in China	SHUI Chang-qing XU Qing-rui	June 5 13:15 -15:00	3#
32	Supplier Selection Model Based Vague Set	Song Yuantao Qiang Zhang	June 5 13:15 -15:00	3#
33	Essential Factor Analysis on the Cluster-based Technological Innovation	SUN Wei HUO Jian-jun	June 5 13:15 -15:00	3#
34	A Study on the Incentive Mechanism of Enterprise Manager Of IT Enterprise	TAO Chang-gao	June 5 13:15 -15:00	3#
35	Internal Marketing in a Changing Time---Behavior Segmentation and Marketing Strategy Mix	WANG Jian-ming	June 5 13:15 -15:00	3#
36	Study on Copyright Concerning Business Search Engine	Wang Weijun Deng Qiqi	June 5 13:15 -15:00	3#
37	Quality Estimating Index System for Enterprise's Human Resource Management	Wang xiao-ling Xie kang	June 5 13:15 -15:00	3#
38	"Customer Knowledge Chain" Model Based on EC-CRM	Xia Jing Nie Guihua	June 5 13:15 -15:00	3#
39	The stakeholders-based performance evaluation for listed firms	Xia tian Wang Zongjun	June 5 13:15 -15:00	3#

40	On Genetic Neural Network Model of Strategic Performance Evaluation of Investment of Firm	Xiao Deyun Wang Zongjun Chen Rongda	June 5 15:15 -17:00	3#
41	The Empirical Study of Emerging IT Enterprise's Technology Innovation and Market Expanding in China	Xiao Lei Xiao Yan-gao Wang Min	June 5 15:15 -17:00	3#
42	Research on Technology Innovation and Spillover of High-tech Enterprises	XU Ye TAO Chang-qi	June 5 15:15 -17:00	3#
43	Using BPR to Rebuild the Cigarette Selling Mode in China	YAN Liang HU Zhifang	June 5 15:15 -17:00	3#
44	Retailer-vendor strategic partnering in supply chain management: The case of Chinese supermarket chains	Yu Jing Xiang Li	June 5 15:15 -17:00	3#
45	The method of Combining Subjective with Objective Weight in Multiple Objective Decisions	Zhang Cai-qing, Wang Ting Liu Ai-fang	June 5 15:15 -17:00	3#
46	Quality Evaluation Decision in SUPPLY CHAIN under Asymmetric Information	Zhang Cui-hua	June 5 15:15 -17:00	3#
47	Market Orientation, Organizational Innovation and Business Performance	Zhang Jing Xu Boyuan	June 5 15:15 -17:00	3#
48	A Grey Approach on Evaluating the Industrial Cluster's Competitive Power	ZHAO Qiang YANG Xi-huai WANG Chun-hui	June 5 15:15 -17:00	3#
49	Investigation on Chinese Private Enterprise Formation Model	ZHOU Min NIE Guihua	June 5 15:15 -17:00	3#
50	Aggregation of Vague Opinions under Group Decision Making	Zhou Xiao-guang Qiang Zhang	June 5 15:15 -17:00	3#
51	Imperfect information, Merger waves and Acquiring returns	Pan Hongbo Xia Xinping	June 5 15:15 -17:00	3#
52	DSS for Pre-qualification and Selection of Construction Contractors	Sylla Cheickna Bolunmez Balca	June 5 15:15 -17:00	3#
53	Benchmarking Strategic Planning	Zong Dai Frank Duserick Wilfred Huang	June 5 15:15 -17:00	3#

