2011 International Conference on Information Management, Innovation Management and Industrial Engineering
ICIII 2011
Table of Contents
Volume - 2

Message from the Chair - Volume 2....................................................................................................................xv
Conference Committees - Volume 2...................................................................................................................xvi
Reviewers - Volume 2............................................................................................................................................xvii

Volume 2

The Analysis of Postponement-Speculation in Modern Circulation System .........................................................3
Liu Xin and Shao Huiyu

The Comparative Analysis of the Differentiation Brand Strategy of Chinese and Japanese Rice ..........................................................7
Liu Xin and Lin Cunli

Strategy Study on Teaching and Learning Reform in Higher Vocational English Majors Based on Working Process Systematization and Professional Action Orientation ..........................................................11
Ningman Xia

The Comparative Analysis of American and Japanese Wholesalers’ Retail Support Strategy ..........................................................15
Cheng Yanfei and Lin Cunli

The Innovation of Japanese Wholesale Industry and the Enlightenment to China .........................................................19
Cheng Yanfei, Lin Hongbin, Zhang Yafeng, and Chen Jing

Model Research of Enterprise Legal Risk Evaluation Based on Fuzzy-AHP ..........................................................23
Zhou Yingnan and Fu Xiaochuan

Study on the Influence of Perceived Organizational Support and Inter-organizational Trust on Organizational Citizenship Behaviors in Technology Alliances ..........................................................29
Zhang Rui
Formulation on VMI System Integration and Income Sharing Contract ..........................................................33
  Xiao Jing and Liu Ziyu

Analysis on the Risk of Supply Chain Finance: Based on Herding Behaviour Theory ........................................38
  Ying Zhang and Feifei Yu

Enterprise Internal Controlling Risks and Prevention within ERP System .......................................................41
  Yingdong Song, Mengfei Yin, Fengping Meng, and Xian Ding

A Multi-level Financial Distress Prediction Model Based on Rough Reduction and Clustering ................................45
  Hongbao Wang, Fusheng Wang, and Xiang Yu

A Framework for Culture Management in Sino-African International Construction Projects .................................................................51
  Arnaud R. Agnantounkpatin and Lian Ying Zhang

Elements of Affecting Knowledge Sharing Behavior between Exchange and Native Students Based on TPB Theory ..................................................55
  Xiang Yu, Zheyuan Yang, Mingming Wang, and Yanyu Lai

The Optimization Configuration of Cigarettes Sorting Replenishment Workers Based on Genetic Algorithm .................................................................59
  Cheng Wen Sun and Wei Ping Yang

Studies on Government Online Information Management and Service .............................................................63
  Xiaoying Zhou, Xipeng Wei, and Yinzhi Lei

Supply Chain Revenue-sharing Coordination with Sales Effort Effects ..............................................................67
  Weiguo Ye and Juanhua Zeng

On Whole-process Management of Customer Relationship ..............................................................................70
  Liu Huiping

The Design and Application of Synergetic Innovation System for Manufacturing Enterprise Based on TRIZ ........................................................................74
  Li Li, David Li, and Yuanhua Yang

Research on Cloud Storage Environment File System Performance Optimization .............................................78
  Qinlu He, Zhanhuai Li, Bo Wang, Haifeng Wang, and Jian Sun

Grid-Based University Unstructured Information Resources Management Software Infrastructure .............................................................84
  Shen Jinxing

Cooperation Union in Training industry: A Game-theoretic Approach .............................................................89
  Huang Yan-heng and Ye Wei-guo

The Analysis of the Specific Logistic Ability Investment Based on Relational Contract in the Port Supply Chain ......................................................................93
  Lu Yongming

Path Analysis on the Continued Service of Transferred College for Original Industries .........................................98
  Lin Li, Zhang Xianmin, and Zhu Mingcan
Model of Wireless Telecommunications Network Infrastructure Sharing & Benefit-Cost Analysis ................................................................. 102
Tong Li and Lin Bai

Time-Cost Tradeoff Problem of Human Resources Based on Hybrid GA ................................................................. 106
Wen Wei, Chen Yingchun, and Chen Muqi

Evaluation of Technological Innovation Ability for High-tech Enterprises Based on Osculating Value Method ................................................................. 110
Guo Yonghui

Appraisal of Quality Risk of Construction and Installation-Related Enterprise Based on Unascertained Measurement ................................................................. 113
Denglun Zhang and Suli Hao

Grey Markov Model Forecast in Economic System under Incomplete Information and its Application on Foreign Direct Investment ................................................................. 117
Yaxing Wang and Cheng Chen

Intercultural Communication Competence Training through Network Platform and Field Training ................................................................. 121
Wei Li

Empirical Research on Multiple Goals of State-Owned Enterprises in China ................................................................. 125
Zhu Xiaoyang

The Influence of Innovation Culture on the Performance of SME: Take Employees Achievement Orientation as Intermediary ................................................................. 128
Zhang Yan and Yu Wei

Study on the Formation Mechanism of Urban Environmental Behavior: Investigation from Shandong Province ................................................................. 131
Li Xiurong and Yu Wei

M-Learning Design Based on Personal Knowledge Management ................................................................. 135
Shuying Zhuang, Lin Hu, Honghua Xu, and Yinghua Tian

Research on Sustainable Development of Urban Image on the Basis of Content Design ................................................................. 139
Shouming Chen

The Way to Create Symbolic Value of Luxury Good - Take the Chanel No.5 Perfume for a Case ................................................................. 142
Huang Weifang

Service Portfolio Selection Driven by Multiple Business Objectives ................................................................. 146
Xu Wei and Zhan Zhiquiang

A Studying on Proactive and Reactive Counterproductive Work Behavior ................................................................. 150
Yong-Jun Zhang, Bo Wan, Jun Zhao, and Mohsin Bashir

The R&D Outsourcing of Manufacturing Firm under Modularity Strategy ................................................................. 154
Zhongwen Peng and Li Li

M-learning Knowledge Interactive Design in College English ................................................................. 158
Lin Hu, Shuying Zhuang, Weili Shi, and Xiaohan Zhang
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Research of Enterprises Self-oriented Innovation Related Concepts</td>
<td>161</td>
</tr>
<tr>
<td>Weidong Zhu, Junjie Zhong, Kai Wang, and Kaixuan Yan</td>
<td></td>
</tr>
<tr>
<td>Fostering M-Learning Knowledge Management Ability</td>
<td>165</td>
</tr>
<tr>
<td>Honghua Xu, Yinghua Tian, Shuangzi Sun, and Xiaohan Zhang</td>
<td></td>
</tr>
<tr>
<td>A Fuzzy Method for Evaluating the Ability of Knowledge Governance Managers</td>
<td>169</td>
</tr>
<tr>
<td>Li Dan</td>
<td></td>
</tr>
<tr>
<td>An eLearning Model Application for AS9100 Standard</td>
<td>173</td>
</tr>
<tr>
<td>Darawan Sumranwong</td>
<td></td>
</tr>
<tr>
<td>Research of Car Sales Logistics Channel</td>
<td>177</td>
</tr>
<tr>
<td>Zhang Guirong</td>
<td></td>
</tr>
<tr>
<td>Study on Auto Enterprise Inventory Management</td>
<td>181</td>
</tr>
<tr>
<td>Zhang Guirong and Mu Yuxin</td>
<td></td>
</tr>
<tr>
<td>Research on Boosting Transformation and Upgrading of Traditional Industrial Enterprise via the Fusion of Informatization and Industrialization</td>
<td>185</td>
</tr>
<tr>
<td>Zhen Zhu and Jing-yan Wang</td>
<td></td>
</tr>
<tr>
<td>The Impact of Information and Information System Satisfaction on Customer Satisfaction under E-commerce</td>
<td>190</td>
</tr>
<tr>
<td>Li Fengtao and Wei Dengbai</td>
<td></td>
</tr>
<tr>
<td>The Role of Individualism and Collectivism in Consumer Perceptions toward e-Retailers’ Ethics</td>
<td>194</td>
</tr>
<tr>
<td>Long-Chuan Lu, Hsiu-Hua Chang, and Shih-Ting Yu</td>
<td></td>
</tr>
<tr>
<td>Technical, Pure Technical and Scale Efficiency of China’s Banking Industry</td>
<td>198</td>
</tr>
<tr>
<td>Zhao Xu</td>
<td></td>
</tr>
<tr>
<td>The Human Resource Management Issue Exploration of Family Enterprises Based on the Perspective of Social Capital</td>
<td>202</td>
</tr>
<tr>
<td>Ninghua Chang and Tian Liu</td>
<td></td>
</tr>
<tr>
<td>Reinsurance Default Risk Modeling from the Perspective of Supervision</td>
<td>206</td>
</tr>
<tr>
<td>Kai Li</td>
<td></td>
</tr>
<tr>
<td>Addressing Tibet’s Rangeland Protection in the Face of Climate Change</td>
<td>210</td>
</tr>
<tr>
<td>Wen Bao</td>
<td></td>
</tr>
<tr>
<td>How to Create a Knowledge Management Method? A Primary Study</td>
<td>214</td>
</tr>
<tr>
<td>Yang Xu, Liang Ma, Yifan Wang, and Yu Tang</td>
<td></td>
</tr>
<tr>
<td>Theorectical and Empirical Study on the Impact of Trade and Foreign Direct Investment on Technological Spillovers</td>
<td>218</td>
</tr>
<tr>
<td>Pan Jing, Zhang Jiarong, and He Yanping</td>
<td></td>
</tr>
<tr>
<td>A Quantile Regression Analysis on the Correlation between Independent Innovation and Exports of High-tech Products in China</td>
<td>222</td>
</tr>
<tr>
<td>Zhou Chunying</td>
<td></td>
</tr>
</tbody>
</table>
Integrated Application of PLM Based ENOVIA Platform in Domestic Manufacturing Industry ................................................................. 226
  He Youquan, Zhang Wei, Xie Jianfang, Wang Jian, and Qiu Hanxing

Knowledge Flow in Creative Industrial Cluster and C-SECI Model ................................................................. 230
  Liu Shouxian and Yu Peng

Discussion on Financial Support for the Enterprise of Returning Migrant Workers ........................................ 234
  Haixing Cui and Mengyun Guo

Linking Power Distance Orientation and Education Level to Authoritarian Leadership ........................................ 238
  Zhou Mingjian and Shi Shuisheng

Development Situation and Suggestions for Science and Technology Activity of University in Tianjin .................................................. 242
  Xu Ai-ping and Yu Hui-xin

E-government Application in Combating Corruption: China’s Case ........................................................................ 246
  Wei Zhang, Yu Zhang, and Bo Wang

The Research on the Informatization Construction of Human Resource Management........................................ 251
  Jiang Xiao-rong and Xue Xiao-xue

Function Mechanism Analysis on High-Speed Railway Construction Promoting Regional Economy Development ..................................................... 255
  Sun Shaofu and Lin Li

Research on Risk Source and Control of Multinational Company Human Resource Outsourcing .................................................. 259
  Song Li-li

Bottleneck Identification of Equipment Manufacturing Industry Chain Upgrading Based on the TOC ................................................................. 263
  Xu Jian, Zhang Yumei, and Wen Xin

Electronic Anticorruption Implementation Model Design Based on the Pilot Testing of Hubei ................................................................. 267
  Yu Zhang, Wei Zhang, and Bing Wang

Evaluation Research on the University Knowledge Service Facing to Enterprises .................................................. 273
  Sun Qingsong and Sun Yinan

International Fragmentation of Production and China’s Technology Innovation: Empirical Analysis on China’s Data .................................................. 277
  Yang Yonghua and Yang Yongsheng

IT Adoption and Organizational Slack: An Experimental Study of Manufacturing Firms and Service Firms ............................................................. 281
  Chen Yuanyuan and Qi Zhongying

AHP-based Evaluation Index System of Information Literacy Research and Application ................................................................. 285
  Zhang Qiao and Yang Xuanhui
Study on Shaping of Tourist Experience under the Principle of “Virtual Authenticity” .........................................................290
Chen Xing and Shi Xianlin

The Research of Sustainable Development Strategy in GZMT Based on the Analysis of EFE, IFE and SWOT Method .................................................................294
Yue Shuai

Conservatism in Corporate Social Responsibility Reporting ..................................................................................................................298
Guiliang Liu and Fan Wang

Research on Information Resources Industry and its Role in Economic Development .........................................................302
Niu Huiying and Tang Showian

Analysis on Knowledge Factors of Partner Selection for High-Tech Virtual Enterprise .................................................................306
Han Yun

A New PID Fuzzy Controller (Fuzzy P(I+D)) .................................................................................................................................310
Qingchun Li

Research on the Evaluation Index System of Chinese Group-Purchase Website Customer Satisfaction .........................................................314
Liqiong Liu

Xiangdong Chen, Nili Ha, and Xin Niu

Understanding Usage Transfer Behavior of Information Exchange: Evidence from Instant Messaging and Social Network ........................................................................324
Li Fengtao and Wei Dengbai

A Regularization Framework for Feature Selection .....................................................................................................................328
Feng Pan, Qiwe Gu, and Ben Niu

Research on Breach of Contract Farming Based on Static Bayesian Game ..................................................................................333
You Zhou and Shuying Wang

Research of Evaluation Index System on Technological Innovation Service Platform .................................................................................337
Li Lu and Zhu Weidong

Research of the Financial Crisis Early Warning System Based on Cash Flow of SMEs .................................................................341
Feng Yinbo

Study on Influence Factors of Disclosure of Internal Control Information in Listed Companies ........................................................................................................345
Feng Yinbo

The Analysis of Industrial System of Guangdong .........................................................................................................................349
Cai Minrong

The Main Problems and Countermeasures for Development of Logistics Industry in Southern Yunnan .................................................................353
Fuchang Li

A Greenhouse Remote Monitoring System Based on GSM .................................................................................................................357
Hesong Huang, Hongning Bian, Shuchuan Zhu, and Jibo Jin
Management of an Academic E-Library Project ........................................................................................................361

Aissatou Diallo and Liwen Liu

Empirical Analysis of Listed Company Ownership Structure and Executive Compensation .................................................................365

Shuanxing Zhang, Xijuan Wang, Shuyu Zhang, and Xiaoming Zhou

A Distributed Storage Model for EHR Based on HBase .........................................................................................................................369

Yang Jin, Tang Deyu, and Zhou Yi

A Strategy to Reduce the Disturbance to Customers Who are Newsletter Subscribers: An Ethical Approach ..........................................................................................................................373

Chalee Vorakulipat and Siwaruk Siwamogsatham

Research on the Construction of the Logistics Information Platform in Large-Scale Coal Enterprises ..........................................................................................................................................................377

Liu Bing-wu and Zhou Hong

A Heuristic Data Allocation Method for Multi-tenant SaaS Application in Distributed Database Systems ..................................................................................................................................................382

Hongyong Yu and Deshuai Wang

The Impact of Industry Website on the SME Financing ..............................................................................................................................387

Nie Jin, Li Xiao Nan, and Zhu Zena

Research on Cooperation Mechanism of “Production, Education and Research” in University Science Park ........................................................................................................................................391

Du Ping, Liu Xiaomin, and Zheng Xu

Optimal Production Planning for a Closed Loop System with Quality Uncertainty of Used Product ..........................................................................................................................................................394

Jianmai Shi, Zhong Liu, Cheng Zhu, and Yingxin Zhang

Research on the Cost Control of PK Highway Construction Project .........................................................................................................................398

Lv Hong, Hou Kaihu, and Shi Wenli

A Hybrid Item-based Recommendation Algorithm against Segment Attack in Collaborative Filtering Systems ..........................................................................................................................................................403

Cong Li and Zhigang Luo

Cultural Barriers against Electronic Businesses in Globalization ..............................................................................................................................407

Junfeng Liao, Zexia Jiang, and Zebiao Chen

Negotiation of Teaching Methods in ELT Classroom ..............................................................................................................................411

Zhou Cibo

Analysis of Technology Innovation Factors in Circular Economy System ..............................................................................................415

Tongshe Zheng, Jian Wu, Xiongbiao Xie, and Fei Chen

Research on Perceived Organizational Support for the High-tech Enterprise Knowledge-worker’s Loyalty Based on Structure Equation Modeling ..........................................................................................................................................................419

Wang Yan and Cheng Yanxia
Research on Multi-Agent Simulation of Supply Network from the Perspective of Holistic Network .......................................................... 423
Long Wu

Construction of Training System for Skilled Talents Based on Innovative Abilities ............................................................. 427
Su Xin and Liu Fuman

Analysis on Internet of Things (IOT) Based on the “Subway Supermarket” E-commerce Mode of TESCO .................................................. 430
Zhao Ju and Yanjing Li

The Researches of Supply Hub Inventory Based on Supply Driven ................................................................. 434
Wansha Mei and Xiaohong Zhang

Financial Evaluation of Real Estate Corporate Social Responsibility ........................................................................ 437
Sun Wei, Yang Shuai, and Xie Min

The Scale-free Topology of Investment Relationship in China Stock Market ............................................................... 441
Yue Di, Zhanhong Xin, Yuanyuan Bao, and Lanli Yi

The Study of Land Grant Revenue Based on Fuzzy Mathematics ......................................................................... 444
Li Xinxin and Zhang Dongli

Discussion on Early Warning System for Quality Supervision of Railway Construction Project ..................................................... 448
Wang Shuyu, Han Tongyin, and Li Jun

Global Networking against Organisational Life Cycle: A Lifespan Approach ........................................................... 452
Zhang Ye

Research of Hospitalization Patient Satisfaction Based on Path Analysis ............................................................... 460
Jie Lv

Research of the University Teaching Quality Influence Factor Relation ........................................................................ 464
Jie Lv, Lin Zhao, and Shukun Cao

Research on Knowledge Transfer of the E-commerce in Vocational School-enterprise Cooperation .................................................. 468
Jie Chen and Hong Tan

Research on the Production Control Management of the Mass Customization Kitchen Cabinet Enterprises .......................................................... 472
Jijuan Zhang and Wenjin Liu

Research on Supplier Selection Based on Fuzzy Neural Network .................................................................................. 476
Changfa Liu

Research on the Implement Method of Green Manufacturing in MC Furniture Enterprise ........................................................ 480
Jijuan Zhang and Guoqiang Zhang

An Analysis for Demand Forecast and Dynamic Balance of Supply and Demand in Higher Education .......................................................... 484
Qu Wen-jian, Tan Guang-xing, Xu Feng, and Liu Zheng-hui
Empirical Analysis of the Level of Agricultural Support in China ................................................................. 488
Ji Jie and Chen Lu

A Stakeholder Analysis for Telemedicine in China ......................................................................................... 492
Changan Zhan, Lin Lin, and Tao Wang

Energy Saving by Limiting Standby Power Loss and Using Smart Power Control ........................................... 496
S.M. Masudur Rahman Al-Arif, Kazi Mahab Kadir, Md. Adnan Morshed,
A.H.M. Iftekharul Ferdous, Md. Mahabubul Alam, and Md. Shahidul Haque

A Study of Relationship among Social Capital, Supplier Involvement, and Enterprise Upgrading ...................... 500
Jin Jiang and Yanming Sun

Solving Hot Rolling Batch Planning Problem by Genetic Algorithm ............................................................ 504
Haitao Li, Sujian Li, and Di Wu

Science Based Research Commercialization from Universities in Thailand: The Perspective of Successful Academic Researchers ........................................................................................................................................................................... 508
Kanyakit Keerati-angkoon, Rath Pichyangkura, and Achara Chandrachai

Research on the Cooperative Innovation Risk Management of Industry-University-Research Institute Based on Meta-synthesis Engineering .......................................................................................................................... 514
Bin Dai

Qualitative and Quantitative Analysis the Value of Cloud Computing .......................................................... 518
Zhipeng Wu and Aiping Gan

A PIPE Based System for Checking Temporal Constraints in Service Composition ............................................. 522
Yanhua Du, Xiaofei Wang, and Hongxia Xu

Study on the Relationship between Independent Director and Enterprise Value of Family Enterprises ................. 526
Jun Pan, Dan Hu, and Lianghu Xu

The Influence of Different Inflow Water Rate and Temperature on Heat Exchange Performance of Underground Heat Pump ........................................................................................................................................................................... 530
Zheng Min and Li Bai-yi

Research on the Measurement of Customer Value Based on Competition-oriented ............................................. 534
Gao He

Research on Main Characteristics and Application of Manufacturing Legal Supply Chain ....................................... 538
Ying Wang

Applying Over-sampling Technique Based on Data Density and Cost-sensitive SVM to Imbalanced Learning ................................................................. 543
Qinghua Cao and Sen Zhang Wang

Research on Green Supply Chain Design for Automotive Industry Based on Green SCOR Model ......................... 549
Zhang Yongan and Liu Menghan
The Training Course Design of First-line Managers under the Model of Competence ..............................................553
Jingsheng Guo, Xiaoying Liu, Cong Qu, and Suhua Wang

A Study of Advanced Hybrid Execution Using Reverse Traversal ...........................................................................557
Seongsoo Jang, Ho-Yeon Kim, Young-Hyun Choi, and Tai-Myoung Chung

Research on Organizational Support Strategy to International Expatriates’ Work-Family Balance ..........................................................560
Xie Yaping and Wang Juan

A Revised Quantity Flexibility Contract Model for Three-level Supply Chain .................................................................564
Bai Yihe and Gao Yanchong

Does Knowledge Energy Mediate the Relationship between Internal Social Capital and Management Innovation ..................................................................................................................568
Hu Zhanzhan and Lan Hailin

Yonggang Wang

Explanation of Risk Influences Diagrams ..................................................................................................................576
Ruiping Yuan, Bingwu Liu, and Hong Zhou

An Empirical Study of Deferred Pay Encashment for Executives and Performance at China’s State-owned Companies .................................................................................................................................580
Yang Shuili, Yao Yao, and Jiao Nan

Regulatory Focus, Transformational Leadership, and Job Satisfaction ........................................................................586
Huang Jingjing and Hao Yingqi

Study on Diagnostic Index System of Health Oriented Resource Allocation for Mobile Operators ..........................................................................................................................590
Peirong Che, Hongxia Shi, and Xi Wang

Author Index - Volume 2 ...........................................................................................................................................595