The Discussion on Virtual B2C Collaboration of Online Shopping

Gao Hong and Liu Li
The Domestic Effect of Technological Progress on China's OFDI: Theoretical Analysis and Empirical Study ............................................................4799
   Liu Weiquan

The Dynamic Effects of Fiscal Shocks in China .................................................................4803
   Gao Quansheng and Hu Shengjie

The Effectiveness of Human Resource Management Practices on Independent Innovation: Dynamic Capabilities as a Mediator .................................................................4807
   Jiang Chengcheng

The Effects of Perceived Marketing Ethics and Trust of B2C Dealers on Online Consumers' Intention of Word-of-Mouth: An Exploratory Research .................................................................4812
   Zhenquan Sha, Qinhu Ji, and Penghui Wu

The Effectiveness of Human Resource Management Practices on Independent Innovation: Dynamic Capabilities as a Mediator .................................................................4807
   Jiang Chengcheng

The Effectiveness of Human Resource Management Practices on Independent Innovation: Dynamic Capabilities as a Mediator .................................................................4807
   Jiang Chengcheng

The Impact of Communicating Media on Group Decision-making Process and Outcome: An Experimental Study .................................................................4831
   Chungang Lang

The Impact of Competitors on Service Innovation .................................................................4835
   Yang Jiang and Ruoyu Lu

The Impact of the Olympic Games on Hotel Operations - Case of Star-Rated Hotels in Daxing District .................................................................4838
   Xie Ting and Sun Jie

The Industrial Pollution Management Based on Cluster Analysis .................................................................4842
   Luo Qingjun, Li Yong, and Xiao Feng

The Influence of Work-Family Conflict and Supervisor Support on Job Satisfaction .................................................................4846
   Lin Qiu

The Integration Strategy of E-commerce Platform and ERP Based on Cooperative Application .................................................................4850
   Pan Bin, Zhu Tao, and Wang Yu

The Joint Replenishment Problem with Display-space Elastic Demand .................................................................4853
   Ju Zhao and Hui Zhang

The Logistics Foundation of Economic Integration in Panzhihua-Xichang Region .................................................................4857
   Wang Yu
The Management System of Order and Distribution Working Meals Based on Mass Customization ................................................................. 4864
   Fengning Ma, Jin Shi, Xuekui Yu, and Yao Dong
The Micro-credit Companies in China: Policy Development and Reflection on its Transformation Disputes ................................................. 4869
   Zhang Zhengping
The Nature and Experience of Eco-friendly Operation of Enterprises ......................................................... 4875
   Jianyu Zhang
The Object Management and Performance Evaluation Design Framework of University: Taking Shenyang University as an Example ......................................................... 4879
   Cheng Wei and Li Jun Jing
The One Transaction of the Honest Behavior of the Game Analysis Based on E-commerce ......................................................... 4883
   Yan Jin-jiang, Jiang Xiang-lian, and Wang Xian-yu
The Optimal Threshold Price for the Name-Your-Own-Price Retailer with Stochastic Demand ......................................................... 4887
   Zhou Zhen-hong and Huang Shen-ze
The Optimization Implementation of High Performance Video Decoder Based on C6416 DSP ......................................................... 4890
   Li Ma, Jianbin Song, Ping Li, and Xiuying Wang
The Optimizing Implementation of Fast Loop Filter Based on C6455 DSP ......................................................... 4894
   Jianbin Song, Shubo Zhan, Li Ma, and Fangchun Yang
The Preliminary Settlement of Crowdsourcing Legal Issues ......................................................... 4898
   Guo Peng
The Principal Component Analysis about Three-dimensional Time Series Data of Chinese Information Process ......................................................... 4901
   Zhou Lihui
The Problems Existed in the Labor Market in China and Their Influence on Employment ......................................................... 4905
   Wang Mingyou and Wang Xusheng
The Process Integration Evaluation and Providers Selection of the Fourth Party Logistics ......................................................... 4909
   Zheng Leina and Pan Tiejun
The Quality of Listed Banks' Internal Control Information Disclosure ......................................................... 4913
   Deqiang Deng
The Relationship between Financial Slack and Technological Innovation: Evidence from Henan Province in China ......................................................... 4917
   Zhong Heping
The Relationship between Knowledge Management, Niche Optimize and Competition Advantage ......................................................... 4921
   Zhifeng Liu and Yongling Sun
The Research about the Decision-supporting Based on Incompletely Information Game ..........................................................4925
  Geng Rui

The Research of CIM Modeling for Transformer Protection and Input Loop of the Power Secondary Networks ..................................................................................................................4928
  Jinyan Wei

The Research of Equipment Support Dissipative Structure System Cobweb Organization Structure ..........................................................................................................................4932
  Longsheng Zheng and Xinglai Hua

The Research on C2C e-Commerce Credit System ..........................................................................................................................4936
  Wang Yucui and Xue Xiaofen

The Research on Contribution of Human Capital in Listed Company’s Net Profit ..........................................................................................................................4938
  Daoyun Zhang and Xuefen Deng

The Research on the Financial Early Warning System Based on Cash Flow ..........................................................................................................................4943
  Yumei He and Bo Dai

The Research on the Internal Control of Government Purchase Based on ERP ..........................................................................................................................4948
  Xie Xiaoxia

The Strategy and Demonstration Study on the Interactive Development between Port and City of Huaian ..........................................................................................................................4954
  Mao Lina, Zhang Qing, and Zhou Guiliang

The Study and Exploration on German Dual System for Counselor’s Long Distance Training Mode ..........................................................................................................................4958
  Li Rong and Li Na

The Study of the Case Teaching on Management Information System Based on the Innovation Ability ..........................................................................................................................4962
  Xiao-gao Yu and Xiao-peng Yu

The Study of the Electronic Gift Certificate System Based on 3G Mobile and RSA Encryption ..........................................................................................................................4965
  Meng Haoyu

The Study on the Establishment and Operation Mode of Enterprise’s Supply Chain Information System ..........................................................................................................................4969
  Gu Yu and Li Jiahui

The Theoretical and Empirical Study of Network Profit Based on Product Value ..........................................................................................................................4973
  Jingdong Chen and Gao Xiaoqian

Theory of Constraints: A Review of Its Applications in Supply Chain Management ..........................................................................................................................4977
  Jun Xu and Xuejun Xu

Traceability and Quality of Agricultural Produce Fast Traceability System Design ..........................................................................................................................4981
  Jin Haishui and Liu Junhua

Traffic Flow Mixed Model Based on Wavelet Multi-resolution Analysis ..........................................................................................................................4989
  Xu Mei and Wu Meimei

Trust Model Based on Bayesian Network in E-commerce ..........................................................................................................................4993
  Dao-Quan Li, Li-Li Li, and Hua Yang
Using VPN Technology in the Campus Office Network Systems ..........................4997
RenQing Wang

Value Analysis of China’s E-government Affair System and Discussion of Some Problems ..........................................................5001
RuiHu Kuang

Value Management of Supply Chain and Data Mining System ..................................................5005
Chen Weiyu

Variance and Innovation of System during Evolving of E-Government ..................................5009
Yang Dong-min

Virtual Organization Project Management Capability for Large Scale Engineering Project ..........................................................5013
Aiguo Xie and Yingzong Liu

Web-Based Links and Authoritative Content Pagerank Improvement ........................................5016
Xiaojun He, Yibing Li, and Chunxiao Fan

Legislation of E-commerce: Current Situation, Issues and Improvements ................................5020
Huang Mu

Legal Regulation of Information Asymmetry in E-Business ...........................................................5024
Wang Lei

A Research on Pricing Strategy of E-commerce Logistics .............................................................5028
Lee Shihua

The Special Workshop on Economics

A New Definition on Fractal Porous Rock Damage Variable and Study on Evolution Characteristics of Porosity-permeability .................................................................5031
Zhaowan Chun, Wang Tingting, Ai Chi, and Sun Chengyan

A New Frame for Manager Incentive: Experimental Economics Perspective ................................5035
Ruan Qingsong, Li Jianghong, Song Zhengwei, and Yin Zhen

A New Topic in Disaster Economics - Marine Disaster Economics .................................................5039
Jun Du, Yong Du, and Bo Yan

A Simple Analysis about the Signal Transmitting between Physicians and Patients on the Condition of Asymmetric Information .............................................................5043
Xiong Kanxia and Song Tao

A Study on International Financial Crisis’ Impact on Hangzhou’s Industrial Economy ..................5046
Wang Lei, Chen Guanhua, and Jiang Weiwei

An Analysis of Industrial Competitiveness of Henan Coal Industry Based on the Improved Diamond Model .................................................................5051
Song Ying-zhao and Ding Chang

An Analysis to Critical Points of Making Profit through Investment Transaction Behavior without Transaction Costs and the Theoretical Basis of Stop-loss Point Method .................................................................5055
Sun Shaorong and Cui Xiaoli
An Empirical Study on Development of Reservoir Tourism Resource Based on MADM; A Case Study on Dongping Reservoir
Lai Bin, Yang Lijuan, and Shen Huixian

An Empirical Study on the Contribution of Foreign Trade on the Economic Growth of Guangxi Province, China
Yuhong Li and Zhanglin Xiong

An Impact of the U.S. and the U.K. Return Volatility for the Hong Kong and the Japan’s Stock Market Returns: A DCC and Bivariate AGARCH Model
Horng Wann-Jyi and Hu Tien-Chung

An Influence of the High Oil Price Periods for Two Stock Market Returns: Empirical Study of the Thailand and the Philippine’s Stock Markets
Horng Wann-Jyi and Chang Jui-Chen

Analysis and Forecasting of Oil Demand in China
Chengli Zhang and Mingguo Wei

Analysis of Electricity Demand Forecasting in Inner Mongolia Based on Gray Markov Model
Niu Dongxiao, Wei Yanan, Li Jianqing, Xu Cong, and Wu Junfang

Analysis of Listed Company Market Competition’s Influential Factors - Based on the Empirical Research of Steel Industry in Our Country
Jingpu Chen and Na Geng

Analysis of Operating Pattern of ESN by Evolutionary Game Theory Based on Stakeholders
Chunfa Li, Jianjian Li, Linna Hao, Jingfeng Li, and Wenjing Hu

Analysis of Prerequisite for Experts Acquiring and Reporting Informatively
Guangsong Lu and Guochang Li

Analysis of the Added Value Model of Regional Traffic and Transport Based on Spatial Econometrics
Su Jingqin, Song Huadong, and Jiang Zhaohua

Analysis on the “Government + Market” Supply Mechanism of Rural Information Service
Huang Youlan

Applying the VE to Diagnosis the Elements for Enterprise Knowledge Gap
Bai Li, Zhang Jing-xiao, and Xu Fei

China’s Bilateral Trade Intensity
Yao Li and Christopher Edmonds

Classification of Typical Family in Beijing from the Perspective of Investment Portfolio
Luan Zhi-qiang and Qiao Yi-ren

Comparative Analysis of Trust Games between China and America Experimental Research
Ruan Qingsong and Lv Dayong

Comprehensive Evaluation of the Overall Quality of Urban Public Open Space
Zhang Jing-xiao, Lu Ning, Xu Fei, and Li Ping
Contract Management of Commercial Geology and Mineral Exploration .................................................. 5126
   Wang Fei and Wang Shilei
Countermeasures of Payment Risk in Construction Contract ................................................................. 5129
   Wang Fei, Wang Shilei, and Guo Yan
Earnings Quality and the Agency Costs of Controlling Shareholder ......................................................... 5132
   Lu Chuang, Li Xiuhong, and Zhang Lei
Economic Analysis on the Causes of Resources Exhaustian ................................................................. 5136
   Chehui Chun
Economic Evaluation of Rational Well Spacing Density of Daqing Chaoyanggou Low Permeability Oilfield ................................................................. 5140
   Daiyin Yin and Weiming Huang
E-learning in Universities: A Social Psychology Perspective ................................................................. 5144
   Yang Jiong and Luo Ting
Empirical Analysis on Determinant Factors for Tianjin's Export in China Based on Method of Impulse Response Function ................................................................. 5148
   Yuanqing Chen
   Chen Zhang and Dianyun Wu
   Zhang Jing-xiao, Bai Li, and Su Chuanchuan
Evaluation of Economic Efficiency of Industrial Enterprises Using Connection Number and Stochastic Simulation of Triangular Fuzzy Numbers ................................................................. 5164
   Wang Mingwu and Chen Guangyi
Farmers Land Cooperatives Mechanism of Land Compensation in China .................................................. 5168
   Xuefeng Pan
Financial Input-output Efficiency Analysis of Water-transporting Logistics Enterprises in China Based on DEA ................................................................. 5172
   Wu Zhiyong and Qi Xiuhui
Firm-State: An Economic Rendition of the China Model of Development ................................................. 5176
   Xibao Zhang
Fluctuation in a Multi-regional Economic Network Model with Community Structure ................................................................. 5183
   Hong Fan
Fold Catastrophe Model of Fracture Propagation of Hydraulic Fracturing ................................................. 5187
   Zhaowan Chun, Wan Tingting, Ai Chi, and Ju Guoshuai
Functional Analysis of the Land-use System in Urban Residential Areas ................................................. 5191
   Liu Ling and Tan Shu-kui
Income and Wealth Distributions in Money Exchange Models ................................................................. 5195
   Yan Xu, Liangpeng Guo, and Yougui Wang
Industrial Transfer and Economic Development in Less Developed Regions ................................................. 5199
   Jinhui Huai
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liquidity Risk and Asset Pricing: The Multivariate GARCH-in-Mean Application</td>
<td>5203</td>
</tr>
<tr>
<td>Lao Dengyue</td>
<td></td>
</tr>
<tr>
<td>Mobility of Top 500 Chinese Firms</td>
<td>5207</td>
</tr>
<tr>
<td>Jinzhong Guo, Jing Huang, Qinghua Chen, and Yougui Wang</td>
<td></td>
</tr>
<tr>
<td>On the Public Participation in Environmental Management in China</td>
<td>5211</td>
</tr>
<tr>
<td>Wang Hong</td>
<td></td>
</tr>
<tr>
<td>Political Incentive and Economic Feedback - Understanding China's Inequality in Growth</td>
<td>5217</td>
</tr>
<tr>
<td>Chen Tao</td>
<td></td>
</tr>
<tr>
<td>Quantity Competition under Demand Slope Uncertainty</td>
<td>5221</td>
</tr>
<tr>
<td>Jin Xu and Jianmin Wang</td>
<td></td>
</tr>
<tr>
<td>Research of Economic Growth Based on Technical Innovation</td>
<td>5227</td>
</tr>
<tr>
<td>Baiqing Ye and Xiaomei Sun</td>
<td></td>
</tr>
<tr>
<td>Research on Calculating Methods of the Reimbursement Ratio, The Threshold and the Top for Compensation of China's New Rural Cooperative Medical System</td>
<td>5231</td>
</tr>
<tr>
<td>Ju Wenjie and Sun Shaorong</td>
<td></td>
</tr>
<tr>
<td>Research on Earnings Management of China's Commercial Banks in New Accounting Standards</td>
<td>5235</td>
</tr>
<tr>
<td>Zhang Chen and Mei Sunhua</td>
<td></td>
</tr>
<tr>
<td>Research on Selection of Regional Leading Industry Based on Sustainable</td>
<td>5239</td>
</tr>
<tr>
<td>Dong Haixiang and Tang Jingjing</td>
<td></td>
</tr>
<tr>
<td>Research on SME's Financing under Financial Crisis Based on the Perspective of China's Credit Market</td>
<td>5243</td>
</tr>
<tr>
<td>Cao Liang, Wang Zhi, and Wang Shixiao</td>
<td></td>
</tr>
<tr>
<td>Research on the Expansion of Market Boundary of the Port Enterprises</td>
<td>5247</td>
</tr>
<tr>
<td>Wang Jie, Wang Weili, and Zhang Mengshuo</td>
<td></td>
</tr>
<tr>
<td>Research on the Market Effectiveness of Credit Guarantee for Chinese Small and Medium-Size Enterprise Based on Analyzing the Market Capacity</td>
<td>5252</td>
</tr>
<tr>
<td>He Yong and Weng Jian-xing</td>
<td></td>
</tr>
<tr>
<td>Researches for Constructing Responsibility Safeguard System of Enterprise Faces User</td>
<td>5256</td>
</tr>
<tr>
<td>Xie Zhibin and Zhou Yuexi</td>
<td></td>
</tr>
<tr>
<td>Simulating the Relation between the Environmental Protection Investment and the Economics</td>
<td>5259</td>
</tr>
<tr>
<td>Li Xinchun and Zhang Lei</td>
<td></td>
</tr>
<tr>
<td>Simulation of Double Bargaining Mechanism with External Subsidy by Particle Swarm Optimization</td>
<td>5263</td>
</tr>
<tr>
<td>Xiaobo Zhu</td>
<td></td>
</tr>
<tr>
<td>Statistical Analysis on Financial Maturity in Guangdong Province</td>
<td>5267</td>
</tr>
<tr>
<td>Yunsheng Liu</td>
<td></td>
</tr>
<tr>
<td>Study on Operating Risks of Supply Chain Based ISM</td>
<td>5271</td>
</tr>
<tr>
<td>Wang Fei and Wang Shilei</td>
<td></td>
</tr>
</tbody>
</table>
Study on the Factors and Countermeasures of Private Car Development of Suzhou ........................................5275
   Yujie Zhang and Chaoyang Li
Study on the Tuition Standard in China Higher Education .................................................................5279
   Wei Wang, Jing Du, Tingting Wang, and Aiting Zhang
Subjective Game Model of Supply Chain Emergency Decision-making .............................................5283
   Maoxin Hu
Supply Chain Coordination by Revenue Sharing Based on Continuous Quantity Discount Function ............5287
   Shang Wenfang and Qi Ming
The Analysis of City Creative Industry Competitiveness Based on Analytic Network Process ...................5292
   Zhi-guo Fan, Bo Fu, and Xiao-liang Zhang
The Game Analysis of Eco-efficiency Driven Restructuring of China’s Coal Industry ..............................5296
   Peng Yi
The Game Model in Competitive Decision-making ..................................................................................5300
   Lixin Chen and Xin Wang
The Heterogeneity of Taxi Service and Its Hedonic Pricing .......................................................................5304
   Wang Bing
The Marketing Opportunity Theory and Empirical Research Based on Product Benefit Value ..................5311
   Jingdong Chen and Long Cheng
The Relationship between Economic Growth and Agricultural Growth: The Case of China ................................5315
   Wang Xuezhen, Wu Shilei, and Gao Feng
The Relationship of Stock Returns and Inflation in China .......................................................................5319
   Lulu Yuan and Lixin Chen
The Research of Environment Economy Decision Supportive System Based on GIS ..............................5323
   Tao Jiange
The Study and Application of Gray-Orthogonal Wavelet Network Forecasting Mode on Cementing Quality ..................................................................................................................................................5327
   Zhaowan Chun, Wan Tingting, Ai Chi, and Yin Jindan
The Study on Application Value of EVA in Enterprise Performance Evaluation ........................................5331
   Tao Li and Chao Wang
The Theory and Empirical Study of the Services’ Benefits Based on Product Value ..................................5335
   Wei Zhang, Jingdong Chen, and Yilin Hu
The Timing Correlation Dimension Study on Regional Economic Growth ..............................................5339
   Lu Shichang and Fan Zhiwei
Theoretical Analysis of Socio-emotional Signaling in Work Excitation Mechanism ..................................5343
   Zhao Kai and Xu Yang
Volatility Forecasting Using APARCH with Skewed Conditional Distributions ......................................5347
   Ze-Hui Deng
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the Impact of Brand Cluster Effects of Forming of Place Brand: Take Wenzhou Cluster for Example</td>
<td>5351</td>
</tr>
<tr>
<td><strong>Sun Lihui and Xu Tianshu</strong></td>
<td></td>
</tr>
<tr>
<td><strong>The Special Workshop on Education Technology</strong></td>
<td></td>
</tr>
<tr>
<td>A Blending E-Learning Model for Digital Electronic Technology Teaching</td>
<td>5355</td>
</tr>
<tr>
<td><strong>Yang Chen, Kuang Xinghong, Li Junjun, and Wu Yanxiang</strong></td>
<td></td>
</tr>
<tr>
<td>A Comparative Analysis of Classroom Instruction Dealing with Mode and Median: The Chinese and U.S. Different Mathematics Instructional Designs</td>
<td>5359</td>
</tr>
<tr>
<td><strong>Li San-Ping and Wu Deng-wen</strong></td>
<td></td>
</tr>
<tr>
<td>A Personalized Resource Recommendation System Using Data Mining</td>
<td>5365</td>
</tr>
<tr>
<td><strong>Qi Huimin, Cui Ming, and Xiao Mingming</strong></td>
<td></td>
</tr>
<tr>
<td>An Analysis of Herding Behavior under Cognitive Bias Structure - A Stock Market Case Study</td>
<td>5369</td>
</tr>
<tr>
<td><strong>Zhu Wenjuan, Tian Jun, and Chen Ying</strong></td>
<td></td>
</tr>
<tr>
<td>An Empirical Study of the Weak Efficiency of China's Foreign Exchange Market</td>
<td>5373</td>
</tr>
<tr>
<td><strong>Lin Li, Ma Bihong, and Peng Jing</strong></td>
<td></td>
</tr>
<tr>
<td>An Empirical Study: Measuring the Service Quality of an e-Learning System with the Model of ZOT SERVQUAL</td>
<td>5379</td>
</tr>
<tr>
<td><strong>Ruobin Wang, Zhijun Yan, and Kecheng Liu</strong></td>
<td></td>
</tr>
<tr>
<td>Analysis on Manpower Resource Management for Civilian-run Colleges and Universities</td>
<td>5383</td>
</tr>
<tr>
<td><strong>Yang Xue-mei</strong></td>
<td></td>
</tr>
<tr>
<td>Application of Multimedia and Network Technology in Improving Teaching Quality of Petroleum Engineering</td>
<td>5388</td>
</tr>
<tr>
<td><strong>Li Shi-Bin and Yin Dai-Yin</strong></td>
<td></td>
</tr>
<tr>
<td>Applications of SystemView Software in the Experiment Teachings of Electronic Major Courses</td>
<td>5392</td>
</tr>
<tr>
<td><strong>Peiling Zhang, Lingfei Cheng, and Hui Li</strong></td>
<td></td>
</tr>
<tr>
<td>Characteristics of Enterprise Training and the Comparison with Academic Education</td>
<td>5396</td>
</tr>
<tr>
<td><strong>Su Zhang and Xiaoyan Zhang</strong></td>
<td></td>
</tr>
<tr>
<td>Computer Aided Management of Bilingual Course Materials</td>
<td>5399</td>
</tr>
<tr>
<td><strong>Wang Ying and Lu Youli</strong></td>
<td></td>
</tr>
<tr>
<td>Course Construction Based-on Interactive E-learning</td>
<td>5402</td>
</tr>
<tr>
<td><strong>Xiaoyao Qian, Ming Zhou, and Weinin Chen</strong></td>
<td></td>
</tr>
<tr>
<td>Data Mining and Student e-Learning Profiles</td>
<td>5405</td>
</tr>
<tr>
<td><strong>Mingming Zhou</strong></td>
<td></td>
</tr>
<tr>
<td>Design and Establishment of Website of Bilingual Demonstration Course</td>
<td>5409</td>
</tr>
<tr>
<td><strong>Yuanyuan Jia and Zheng Zhao</strong></td>
<td></td>
</tr>
<tr>
<td>Design of the Opening Experimental Teaching System</td>
<td>5412</td>
</tr>
<tr>
<td><strong>Wu Jianjun</strong></td>
<td></td>
</tr>
</tbody>
</table>
Development and Application of Down-hole Tool Virtual Laboratory of Petroleum Engineering Specialty ................................................................. 5414

Yin Daoyin, Hu Shaobin, Yang Shuren, and Wei Yonghong

Development of an Interactive Multimedia E-learning Environment Based on Wireless PDA ............................................................................. 5417

HaiChun Wang and Fei Wang

Discussion on the Teachers and Students Cooperation in the Task-Driven Teaching Process ........................................................................ 5420

Li Wei and Zhang Li

E-Campus in Xiamen University: The Past, Present and the Hopeful Future ......................................................................................... 5423

Weisheng Xue and Guojun Ji

Effective Techniques to Improve Teaching Quality in IT Enterprises .............................................................................................. 5427

Qiyong Zeng and Wei Chen

E-Learning Based on Web2.0 Technical Characteristics ......................................................... 5431

Sigen Ma and Mingqin He

Empirical Study for the Efficiency of Listed Companies in the Internal Capital Market ........................................................................ 5434

Zhu Shuying and Li Yue

Enhancing the Educational Technology Capacity for University Teachers in China .................................................................................. 5439

Qi Zhenguo and Yu Lei

HR Recruitment Websites Evaluation Based on AHP-FSE ........................................................................................................... 5443

Tong Li and Leping Chen

Implementations and Best Practices in Interactive Learning System .............................................................................................. 5447

Qiyong Zeng, Xiaoyao Qian, and Wei Chen

Integrating Information and Multimedia Technology with Experimental Teaching of Heat Transfer ........................................................................ 5451

Qinghai Luo, Chunming Qi, and Shukui Zhou

Interactivity Design of Network Courseware for Engineering Fluid Mechanics ................................................................................................. 5455

Shuren Yang, Yikun Liu, Dayin Yin, and Jing Yang

Model-Based Methods for Test Equating Under Item Response Theory .............................................................................................. 5458

Xiong Jianhua and Ding Shuliang

On Intangible Learning Resources in E-learning ........................................................................ 5462

Lin Suzhen and Li Hongyan

On the Web-Based Tracking Survey of Educational Quality of Applied and Practical Majors ...................................................................................... 5466

Yin Ming, Wang Xuefeng, Zhu Mo, and Sun Ming

OPES: An On-line Practice and Examination System Based on Web .............................................................................................. 5470

Shuxin Guo and Yunge Mao

Organization Strategies Research of Teachers Forum from the Perspective of Collaboration Knowledge Construction - Take Teachers BBS of Teachers Forum Network as a Research Case ........................................................................ 5474

Liu Li-nan and Ren Jian-feng
Practice and Theory of Research-Oriented Teaching in Advanced Mathematics Based on E-Learning

Dajin Yu

Research on Bilingual Teaching of Development Economics Graduate Course

Jing Zhao

Relational Databases Access Based on RDF View

Shu-feng Zhou

Research on Developing the Student’s Argumentation Skills in On-Line and Traditional Classroom Environments

Cai Qing and Yang Qingzhen

Research on Multi-tier EMIS System Based on Web Services

Ma Yanyun and Xiao Huakun

Research on Optimal Multiple Sequence Alignment

Zhao Ying-Ding and Qiao Xian-Xia


Wu Yonghe, Yu Ping, Ma Xiaolong, and Zhu Zhi-ting

Risk Analysis of Investment Projects

Chen Dong

Roles of Teachers with the Advent of E-Learning

Li Wei and Dong Yanyan

Strategies for Promoting Better Interaction between Higher Education and IT Industry

Lin Ying, Zhang Yan, and Li Tong

Study on the Evaluation System of Basic Research Projects Outputs

Rong Lei and Jianqiu Lv

Study on the Network Assisted Teaching of the National Outstanding Course “Polymer Physics”

Chen Zhang, Hangquan Li, and Sizhu Wu

System View Software Application in Experimental Teaching Reformation

Hui Li and Peiling Zhang

Talent Model of Petroleum Enterprises and Its Empirical Analysis

Zude Yu and Jing Ran

The Analysis of Logistic Bottleneck of Taobao.com in C2C Model and Its Countermeasures

Lin Yong, Peng Jing, Bihong Ma, and Yang Bo

The Application and Research of Software Testing on Agile Software Development

Yongxiang Hu

The Application of Multimedia in Teaching of Principles of EOR


The Application of Virtual Reality in E-Learning

Fengming Yang and Wenjuan Wu
The Application Research on the Heat Shrink Film Packing Machine Based on Hybrid Petri Network Theory ................................................................. 5552
   Tang Weiqiang, Wang Fei, and He Jiazhou
The Business Model Comparative Advantage and Industry Analysis of Industrial Products Supermarket Chains ............................................................. 5556
   Sun Hong-ying
The Construction of Diversified Learning Platform Based on Bilingual Education -
The Teaching Practice of E-commerce Course in SIFT ........................................... 5560
   Yiqun Li and Qing Nie
The Design and Implementation of E-Portfolio Based Performance Assessment System in E-learning ................................................................. 5564
   Li Li and Kunling Wang
The Development and Application of Petroleum Engineering Network Course Learning System ................................................................................. 5567
   Xia Huifen, Liu Yikun, Yin Daiyin, Li Shibin, and Chang Lingyun
The Discussion for CI-CM Model Application in the Culture Creative Industry of Binhai New District, Tianjin ......................................................... 5570
   Liu Yaqiang
The Exploration of Course Design of Parallel Computing in Information and Computer Science Specialty ................................................................. 5576
   Qian Yaguan, Guan Xiaohui, and Zhang Shaolin
The Exploration of Teaching about Java Programming ........................................... 5579
   Guan Xiaohui and Qian Yaguan
The Intelligent Control of Temperature for Packaging Production Systems of Heat Shrink Film ................................................................................. 5582
   Tang Weiqiang, Wang Fei, Nie Shitao, and He Jiazhou
The Measurement of the CSI of e-learning Courseware ........................................... 5586
   Da Shi
The Research of Teaching Mode of Network Experiment System ................................ 5590
   Wang Yun-liang, Guo Zhi-qiang, and Guo Qi-liang
Web-Based INC Collaborative Learning Based on LAMS ........................................ 5594
   Du Hongyan, Zhang Qi, Tian Xingyan, and Pan Yi
The Learning Effectiveness of an Online Inquiry-Based Course in Taiwan Using
WebQuest as a Creative Teaching Tool ................................................................. 5598
   Farn-Shing Chen, Mao-Xuan Chen, and Yu-Wen Hsiao

Author Index