2011 International Conference on E-Business and E-Government

(ICEE 2011)

Shanghai, China
6 – 8 May 2011

Volume 4
Pages 3338-3812
Limitations of Monetary Policy Theory and the Evidence from the UK during and after the International Financial Crisis.................................................................3338
Zheng Chunfang, Liu Yingchun

Loan Portfolio Pricing Model Based on Default Correlation.................................................................3341
Guotai Chi, Yong Cao, Libin Zhou

Long-Run and Short-Run Budgeting for Taiwan and China: Evidence from Panel Data Analysis........3345
Yuan Hong Ho, Chiung Ju Huang

Looking Forward to the Future Development of the Euro Area.............................................................3350
Wen Si

Modelling resource constraint to radiating area of urban agglomeration —— based on theory of endogenous economic growth and gravity equation........................................3354
Zhang Shijie

Moving average effect of the stock market in China an analysis based on the textile section...............3358
Li Huang

Multi-attribute Procurement Auctions Based on Cobb-Douglas Utility Function..................................3361
Shulin Liu, Jun Li

Multi-objective multi-execution mode resource-limited optimization of fuzzy project scheduling........3365
On the Index System of Pollution Reduction
Lv Jin, Ma Jing, Yuan Peng, He Yanlin

On the Selection of the Civil Economy Road in China
ZHOU Xue-yi, GUO Zhen-yu

Pecuniary Externality Study on Regional Industrial Brand of China
Tang Song, Li Bin

Performance Evaluation on China’s Fiscal Agricultural Expenditures Since the Reform and
Open Policy Based on Grey Correlation Analysis
Xue Zhang, Xia Zhao

Pricing Model of Catastrophe Option based on Seismic Risk
SUN Wei, NIU Jin-jin

Productivity Growth in Pearl River Delta During Reform Period* -- A Malmquist Index Analysis
Ye Zhang, Kaiguo Zhou

Promote the Development of SMEs by Constructing Enterprise Standard System
YANG Fang, SU Min, LUO Ming

Promotion effect and its determinants of agricultural flagship enterprise on farmers implementing
agriculture standards: a case study in Zhejiang, China
Zhen Yan, Jie Hong Zhou, Xu He

Quality Predication Control Based on the Grey Dynamic Model Group
Wei Qingyun, Zhang Yanliang, Liu Xiaoyi, He Xiao-li

Research and implementation of information hiding based on RSA and HVS
Tan Fei, Liao Shaofan

Research On Chinese Reverse Logistics Development Strategy
Wang Zhicheng, Tong Lili

Research on Differences of Capacity for Sustainable Development of Shandong Peninsula City Groups
LUO Fang, HAN Song

Research on Dynamic Response about Adjustment of Industry Structure to International Trade in China
Li Jian, XU Hai-cheng

Research on E-commerce Taxation From an Angle of China
YANG Senping, LIU Guangfu

Research on Effective Cost Control in Highway Projects
JIEYU WANG, HAI CHENG XU

Research on Enterprise Education in Chinese Higher Educational Institutions
Zhong Yun, Li Xiuxian

Research on Establishing Competitive Market for the Highway Industry
JIEYU WANG, HAI CHENG XU

Research on Management Mechanism of Interregional Bundled World Heritage
Ming Zhu Liang, Wei Wang

Research on Modular Innovation model of Complex Product System
Zhongmin Yang, Zhaohua Wang

Research on Public Investment, Private Investment and Economic Growth in the Global
Financial Crisis: A Preliminary Model
Hui Liu, Jia Guo Jiao, Chunjuan Zhai

Research on Regulations for the Price Level of Highway Toll
JIEYU WANG, HAI CHENG XU

Research on the Characteristic of Fractal Patterns of the Relationship between Input and
Output of Zhejiang Province
Xia Liu, Li Wu, Junjie Ma

Research on the Evaluation and Countermeasure to the Situation of Dongguan's Coordinating Development Economy
Lin hongling, He Zhifeng, He Haijiao

Research on the Interaction Mechanism of Related Subjects in University Student Village Officer Project
Chen Zhiyue

Research on the Joint Innovation of Independent Brand Model in Chinese Corporation
Li Zhi Deng, Wei Li, Jiarui Lv

Research on the Relationship Between Executives' Characteristics and Over-investment
TANG Man-ping, LI Hong-zhi

Restriction Mechanism and Perquisites Consumption of Executives Based on Chinese State-owned Enterprises
TANG Man-ping, JIA Ming-wen

Risk Analysis and Labor Rights Protection of Care Workers
Yan Yihong, Li Weiguang

Shift of reference point and decision of farmers' pesticides using based on prospect theory
Yongqiang Wang, Yuchun Zhu

Social Security and Household Consumption: Historical Experience, Effect Mechanism and Policy Suggestions
Quan Lu, Yiting Lu

State ownership, government intervention and big four's auditing quality
Huajun Yang

Strategic Research of County Economic Development: A Case Study of Nanling, Anhui
Liu Zhihong, Zhu Weidong, Zhang Tao

Strategy and Numerical Analysis for Sellers Based on Priceline
Yaqing Xu, Qiyi Hu

Study on Construction and Practice of Distribution Network for Zhejiang Foreign Trade
Mao Yuxing, Yang Guangming

Study on Financial Distress prediction of Listed Companies Based on Logistic Regression
Lin Ai-mei, Wei Chun-mei

Study on IPO's Short-term Overpricing in China Evidence from Chinese Listed Companies
Guoliang HUANG, Hanqiao Li, Meng WANG, Ting LIU

Study on IPO's Underpricing and Overpricing in China Evidence from Chinese Listed Companies
Guoliang HUANG, Hanqiao Li, Ting LIU, Meng WANG

Study on M&A Efficiency of Commercial Bank a Case Study in China Everbright Bank and China Investment Bank
SUN Wei, Liu Jing

Study on Prediction Model of Financial Risk in Chinese Listed Companies
Fang Hui

Study on Prevention and Control of Logistics Outsourcing Risks
Zhou Shengshi

Study on Regional industrial Transformation based on carbon emission: the case of Jinhua city
ZHU Hua-you, SU Yang

Study on the Development of Carbon Finance in Low Carbon Economy
Zhang Xiao-yan, Zhang Xingli

Study on the Development of Dynamic Alliance Enterprises' Low-carbon Economy on Market Economy Condition
The Effect of Network Promotions on Consumers' Purchasing Behaviors.................................3634
Tang Shulei, Ren Licheng

The Effect of the Changes in China's Population Age Structure on the Resident's Consumption........3638
Xia Wang

The Effects of Openness and Indigeneity on Growth: Evidence from Nonparametric Panel Data Model with Two-way Random Effect.................................................................3642
Xianbo Zhou, Kui-Wai Li

The equilibrium model between the financial risk and the efficiency for diversified financial operation An example of financial conglomerates model..........................................................3646
Ruan Yongping, Feng Yiran, Xu Mengxin

The Evaluation Model for Circular Economy within Industrial Cluster Based on BP Artificial Neural Networks........3650
Yang-Ping Sun, Xiao-Mei Wang

The Farmers Evaluation and Expectation of Grain Direct Subsidy Policy — Based on the investigation of 452 farmers in Sichuan province.................................................................3654
Liyu Ju, Xinhong Fu, Rong Chen, Wenru Zang

The ideology of sustainable development of the circular economy and the development mode based on the point of industrial chains...........................................................................3659
Yifang Liu

The Impact and Implication of Interest Rate Adjustment to Risk Management for Chinese Commercial Banks - Based on Interest Rate Sensitivity Model.................................................3665
Yingying Xue, Zhirong Yang

The Impact of Human Capital on Technological Innovation Capability --- Data from Beijing Tianjin and Hebei Regions..................................................................................................3669
GAO Suying, ZHANG Yanli, CHEN Rong, ZHANG Shujian

The Impact of the Global Financial Crisis on China-U.S. Agricultural Trade......................................3673
Qi Wang, Zhihong Tian, Hongyuan Xu

The Influence of RMB Exchange Rate Fluctuations on the Export Trade of Wooden Furniture..............3677
TIAN Gang

The Key Factors of China Grain Enterprise Outbound Investment Based on Food Security Background........3681
Shuzhong Ma, Fan Duan, Haiyan Gu

The latest progress of eco-compensation in China.............................................................................3685
Li-jun Wang

The Local Government Financing Efficiency: An Evaluation Based on the Fuzzy Comprehensive Evaluation Process..................................................................................................................3689
Fu Chuanming

The Measurement of Earnings Quality of Listed Companies from Manufacturing Industry: An Empirical Study..........................................................3692
Peng Yanmin, Jia Huifang

The mechanism analysis on the impact of the development of human capital in High-tech zone to the regional economy..................................................................................................3696
Liu Fei, Zhang Xiusheng

The mechanism analysis on the technological innovation of high-tech industrial park to improve the change of regional economical growth patterns........................................................................3701
Yao Boming

The Mechanism of Stock market's heterogeneity on Financial Anomalies From the Momentum effect Perspective.................................................................................................................3706
Jijiao Jiang; Junheng Cheng; Tongtong Sun

The Method to Select Industrial Transfer to The Less Developed Region— Taking Lankao Henan for Example........................................................3710
CHE XU

The New Trends and Impacts of the Development of Foreign Direct Investment.................................3714
Fang Jianchun, Song Yuhua
The Non-Zero-Sum Game of Sino-Japanese Economy
Chen Lixin, Su Lijing

The reality reason and realization form of enterprise choosing vertical integration ——take Mingshan tea industry as example
Zhao Jing, Cao Zhengyong

The Relationship Model between Suppliers and Manufacturer
Ji Yadi, Wu Jun, Zhao Jinkun, Li Baohong

The Relationship of Regional R&D Resources and Patent Output: A Case Study of Hebei Province
Li Zibiao, Hu Baomin, Xie Meng

The Slowdown of China’s Monetary Velocity A viewpoint from both short time and long time
Zhang Yu-hang

The SME Financing Gap Theory and Practice
Wang Liming

The statistical analysis on the low-profit public companies in China market
Xia lan, Xie Zhiying

The Strategical Thinking on New Rural Construction in the Post-taxes and Fees Era
Yueying Tao

The Study on Financial Crisis Cost in Listed Companies
Zhuang Zhengheng

The Study on the China’s Ability of Undertaking the International Transfer of the Service
Hui Fang, Xu Zhang, Yuxiu Ma, Jing Lv

The Support from Government on the “Employment” for SMEs
Cai Feihe, Chen Diping

The System Dynamics Research on Revenue of Human Capital Investment of High-tech Enterprise
He Gong, Qiao Guotang

Thinking on the deep amalgamation of IT enterprises and professional IT education in higher vocational College
ZHUXIONGJUN, HANNING

Thought on Low-carbon Urbanization Strategy in Sichuan Province
YI DU

Three-dimensional Perspective To Judge The Degree Of RMB Internationalization ——Analysis Based On RMB Cross-border Circulation
CHENG Cheng-ping, ZHANG Xu

Time-Diffusion Synchronization Protocols in Wireless Sensor Networks
Mantian Xiang, Lihua Sun, Lihong Li

Tourism Expansion can Enhance Real Estate Investment: Evidence from the Hainan Island
WU Xue-pin, LI Jun-yang

Trade Openness, Domestic Terms of Trade, and Rural residents’ consumption structure in China
HONG Wei, CAO Lijuan

University-Entrepreneur Trust and Sustainable Small Business Enterprise
Tang Yanyan

Welfare Economics Analysis of Chinese Civil Affairs
Zhiying Liu

What Can Students Learn by Playing Business Simulation Game: An Empirical Study in China
Song Han, Jian Cai, Xiongdiong Liu, Qiwen Wang

WTO’s role in Global Energy Governance
Tang Qi, Yu Minyou