2011 International Conference on Management Science & Engineering 18th Annual Conference Proceedings

(ICMSE 2011)

Rome, Italy
13 – 15 September 2011

Pages 1-708

Editors:

Hua Lan
Yu-hong Yang

IEEE Catalog Number: CFP1138B-PRT
ISBN: 978-1-4577-1885-4
## Contents


0001  Research on the Factors Affecting the Adoption of Supplier-retailers Inter-organizational Information Systems  
JIANG Yuan-zi, WANG Tie-nan, ZHOU Ai-hua, Harbin Institute of Technology ........................................... 3

0002  Study on the Method of Identifying Opinion Leaders Based on Online Customer Reviews  
MA Yu-tao, CAI Shu-qin, WANG Rui, Huazhong University of Science and Technology .................................. 10

0003  Modeling of Information Diffusion Based on Network Dimension-force  
ZHAO Jin-lou, LIU Zhi-bin, YU Jian-nan, Harbin Engineering University .................................................. 18

0004  Prediction Based on Support Vector Machine for Travel Choice of High-Speed Railway Passenger in China  
KANG Shu, LI Jing, LIU Mei, Beijing Jiaotong University; ZHU Xin, China United Network Communications Group Co., Ltd .................................................. 28

0005  The Effect of Online Word-of-Mouth in Electronic Markets: An Investigation of the Culture Differences in the Chinese and U.S. Contexts  
YU Xin-he, Harbin Institute of Technology; GUO Xi-long, Harbin Institute of Technology; YAO Qi-yan, Harbin Institute of Technology; City University of Hong Kong ........................................... 34

0006  Evaluation of Knowledge Complementary Degree for Creative Industry Cluster Based on BP Neural Networks  
LI Yu-hua, TAN Jin-yan, HU Yao-ying, Harbin University of Science Technology ........................................ 41

0007  Research on Consumer Trust and Satisfaction in Mobile Commerce  
LIN Jia-bao, South China Agricultural University ................................................................. 47

### Part Two  The Theories, Methodology and Application of System Engineering and Operational Research

0008  Network Governance at Local——A Comparative Approach  
A. Udayadithya, Anjula Gurtoo, Indian Institute of Science ............................................................... 55

0009  Capacity Flexibility Premium under Different Demand Uncertainties  
XUE Ming-gao, LIU Lin-lin, WANG Xiang-yang, Huazhong University of Science and Technology .......... 61

0010  Mechanism Model of the Influence on Board Structure from the Control of Single Blockholder  
DUAN Yun, DENG Hai-ming, Harbin Institute of Technology ......................................................... 67

0011  Modeling Solution and Properties Research on the General GM(1,1) Model  
ZHOU Wei, HE Jian-min, Southeast University ............................................................................. 73

0012  A Study of a "Concussion-Response" Chaotic Synchronization Pattern for Enterprises  
ZHANG Tie-nan, JIANG Guo-ce, Harbin Engineering University ..................................................... 79

0013  The Analysis of State-owned Assets Management under Mutual Trust Mechanism Based on System Dynamics Model  
LI Gui-jun, LI Lin, Central University of Finance and Economics ..................................................... 85
0014 System Dynamics Analysis for the Impact of Dynamic Transport and Information Delay to Disaster Relief Supplies

PENG Min, CHEN Hong, University of Electronic Science and Technology of China

0015 Semidefinite Programming Relaxation for Portfolio Selection with Higher Order Moments

PENG Sheng-zhi, WANG Fu-sheng, Harbin Institute of Technology

0016 Single-Resource Capacity Control with Random-Fuzzy Demand

LEI Jun-li, LI Jin-lin, RAN Lun, Beijing Institute of Technology

0017 Application of Factor Analysis and Fuzzy C-Means for Classification of Knowledge Intensity in China’s Manufacturing Industry

SUN Bing, XI Xi, Harbin Engineering University

0018 Extended VIKOR for Multi-criteria Decision Making Problems under Intuitionistic Environment

WU Ying-yu, YU De-jian, Southeast University

0019 A Method for Multi-attribute Decision Making Based on ER-AHP

ZHAO Hong-tao, Anhui University of Science and Technology; WANG Hui, SUN Ke-lei, Anhui University of Science and Technology; WANG Dong-peng, Hefei University of Technology

0020 Mediation and Moderated Mediation in the Relationship among Entrepreneurial Self-Efficacy, Entrepreneurial Intention, Entrepreneurial Attitude and Role Models

LIU Shao-hui, LI Ping, PENG Peng-peng, Harbin Institute of Technology

0021 Research on Slotting Optimization in Automated Warehouse of Pharmaceutical Logistics Center

DENG Ai-min, CAI Jia, Hunan University

0022 Mechanism Design of Profit Distribution for Dynamic Cooperation

ZHANG Qiu-man, LI Xiao-hui, University of Science and Technology Beijing

0023 A Model of Interdisciplinary Research Based on the Double Knowledge Innovation View

JIN Zi-qing, JIANG Hua, WANG Xiao-hong, Harbin Institute of Technology

0024 Research of Credit Risk Measurement Based on Compatibility Rough Set and Fuzzy Set

LI Xiao-qing, Beijing Institute of Technology

0025 Research on Methods of Evaluating the Refined Safety Management in the Coal Industry Based on Fuzzy Mathematics

LIU Jia-mei, YAN Liang, China University of Geosciences; ZHANG Xuan, Wuhan University

0026 A Method of Group Decision-making Based on Preference Distance of Binary Relation

GUO Chun-xiang, SHI Rui-li, Sichuan University; GUO Qiang, Southwest Jiaotong University

0027 Application of Utility Management Based on Article Usage

YAN Bin, Nanjing University of Posts and Telecommunications; WU Xiao-qin, Nanjing University of Posts and Telecommunications

0028 Methodology of Index System Design: Principles and Realization

LI Tao, YU Yong-li, XU Ying, Mechanical Engineering College; ZHANG Ya-tao, 93061th Troops, PLA

0029 Principal-Agent Model and Risk Analysis under Asymmetric Information Condition

ZHANG Guang-ming, Guangxi University of Technology

0030 The Optimal Inventory Model with Many Orders and Permissible Shortage

ZOU You-jun, Liuzhou Teachers College; CAO Liang, Guangxi Branch of Agricultural Development Bank of China; PAN Yi-qian, Guangxi Normal University for Nationalities
Part Three  Industrial Engineering, Supply Chain Management, Management Innovation

0031  Path Analysis on the Effect of CEO Turnover on Enterprise Value Based on Embeddability Perspective
      WANG Fu-sheng, WANG She-yan, Harbin Institute of Technology ........................................... 199

0032  Supply Chain SAAS Mode: Matching Efficiency with Agility
      WANG Hong-chang, XIAO Jing-hua, LAI Jin-tian, XIE Kang, Sun Yat-sen University .......... 208

0033  Supply Chain Coordination with VMI Arrangement under Demand and Supply Uncertainties
      YU Jian-hong, MA Shi-hua, ZHOU Qi-chao, Huazhong University of Science and Technology;
      ZHANG De-zhi, Central South University ................................................................. 215

0034  Coordination and Ripple Effect of a Coopetition Supply Chain with Quantity-discount Contract
      ZHAO Qian, CHEN Hong, WU Zhong-he, XIE Dong-chuan, University of Electronic Science
      and Technology of China ........................................................................................ 222

0035  Research on Evaluation of Manufacturing Enterprises’ Core Competitiveness
      Based on the Catastrophe Progression Method
      XU Jian-zhong, LENG Dan, Harbin Engineering University ................................................. 227

0036  Study on Coordinate and Incentive Mechanism for Car Rental Supply Chain
      HOU Lin-lin, QUAN Tao, Beihang University ................................................................. 237

0037  Research on the Price Negotiation Mechanism of Green Supply Chain
      of Manufacturing Industry from the Angle of Customer Behavior
      DU Dan-li, FENG Zhen, ZHAO Hong-yan, Harbin Engineering University .................... 244

0038  System Dynamics Analysis of RFID-EPC’s Impact on Reverse Supply Chain
      GU Qiao-lun, Tianjin University of Technology and Education;
      GAO Tie-gang, Nankai University ................................................................................ 250

0039  The Implementation Framework and Path Research
      of Interorganizational Cost Management in Supply Chain
      CHEN Xu, Harbin University of Commerce ...................................................................... 256

0040  Research on Economic Life Evaluation of Equipment under Infinite Plan
      LIANG Xin, Navy University of Engineering, School of Military Economy;
      ZHANG Huai-qiang, WANG Xin-ye, Navy University of Engineering ......................... 263

Part Four  Market Establishment and Development
           Modern Enterprise System and Business Process Re-engineering

0041  Factors Influencing Technological Entrepreneurship in Chinese Enterprises:
      Preliminary Evidences from Guangdong Province
      PETTI Claudio, University of Salento; ZHANG Shujun, Sun Yat-Sen Business School .................. 271

0042  Value Measurement in the Voice of the Customer
      ZHANG Xin-wei, AUROIL Guillaume, BARON Claude, CNRS, LAAS, Université de Toulouse;
      MONCEAUX Anne, Intelligent and Semantic Systems, EADS Innovation Works ............ 279

0043  The Relationship between Mission Statements and Corporate Social Performance
      XU Er-ming, XI Yan-yan, Renmin University of China .................................................... 287

0044  Subsidiary Initiative Effect in Enterprise Groups Network:
      How Initiatives Drive Network Embeddedness Dynamic Changes?
      WU Li-dong, HUANG Hai-xin, Nankai University ......................................................... 296

0045  Rationing and Pricing with Strategic Consumer Behavior
      XU Xian-hao, CHEN Wen, QIAN Chen, Huazhong University of Science & Technology ....... 307
0046 Research on Asymmetric Trust Evolution in the Complex Products and Systems Cooperative Innovation Network
HAN Ya-pin, HU Long-ying, Harbin Institute of Technology .......................................................... 313

0047 Online Advertising Channel Choice—Posted Price VS. Auction
ZHANG E, Shanghai University of Finance and Economics;
ZHOU Yi-qin, Northeast Securities Co., Ltd .......................................................... 321

0048 The Integration of Manufacturing and Marketing: Impact on Combining Competitive Capabilities and Business Performance
CHEN Zhi-xiang, LI Li, Sun Yat-Sen University .......................................................... 329

0049 Evaluation of Cooperative Innovation Performance Based on Grey Model
WANG Dan, WANG Yi-qin, Harbin Institute of Technology .......................................................... 335

0050 Evaluation of the Regional Entrepreneurship Based on PCA
—A Demonstration Study of 31 Regions in China
YANG Hong-tao, LIU Dong-ping, Harbin Engineering University .......................................................... 342

0051 Research on Decision-making Effectiveness Factors of Top Management Team
GUO Ran, LIU Bing, YANG Zhan-li, Hebei University of Technology .......................................................... 348

0052 Research on the Formation of Regulatory Capture: A Fuzzy-set Qualitative Comparative Analysis
LI Jian, Harbin Institute of Technology, Harbin University of Commerce;
XI Bao, Harbin Institute of Technology .......................................................... 355

0053 The Internal Risk Control of Innovative Enterprises Based on the Life Theory
LIU Gang, BI Ke-xin, Harbin Engineering University .......................................................... 360

0054 Experimental Study on Bounded Ethicality, Outcome Bias and Supplier Ethical Management
CHEN Yin-fei, Jiangsu University; YAO Zhi-min, Nanjing University .......................................................... 366

0055 Research on the State-owned Enterprise Operators Demand Analysis
YANG Shui-li, QIN Ting, XI Li-jing, Xi'an University of Technology .......................................................... 375

0056 A Game Analysis of Firms' Product Safety Responsibility Basing on the Consumer's Preference
MENG Jiong, GUO Chun-xia, Southwest University of Science & Technology .......................................................... 381

0057 Research on Growth of Professional Manager and Sustainable Development of Family Enterprise: A Review Based on Trust Expansion
LU Jie, WANG Jun, XI YAN, Jiangsu University .......................................................... 388

0058 Research of Enterprise Strategic Performance Evaluation System Based on Partial Least Square-Structural Equation Modeling
ZHAO Zhong-hua, Harbin Institute of Technology, Heilongjiang University;
JU Xiao-feng, Harbin Institute of Technology .......................................................... 394

0059 The Impact of Financing Motivation on Development Strategy Orientation of Entrepreneurial Firms
YAO Zheng, CHENG Yue-kei, JIN Lie, Zhejiang University .......................................................... 401

0060 Organization Analysis: An Application of Cusp Catastrophe Theory
SAERUE Yingluk, ZHANG Tie-nan, Harbin Engineering University .......................................................... 410

0061 Organization Trust of Employees and Its Measurement
YAO Yan-hong, LIU Cai-zhuang, Hunan University .......................................................... 416

0062 The Influence Factors of Customer Recognition Research—Based on Perceived Value
YE Zhan-hui, QIAN Qing-qing, ZHOU Yu, South China University of Technology .......................................................... 421

0063 The Study on Corporate Strategic Performance Evaluating Indicator System Based on Value Chain
LEI Hui, LI Ai, SHAO Hua-wei, Hunan University .......................................................... 427
Managers' Political Connection, Corporate Diversification Strategy and Enterprise Growth: Evidence from China's Listed Company of Manufacturing Industry

SUN Jing, Zhejiang University ................................................................. 432

Research on Recycling of CNC Machine Tools Based on Fuzzy Analytic Hierarchy Process

YU Tian-biao, ZHANG Tian-rui, WANG Wan-shan, Northeastern University .................................................. 438

The Analysis on the Value Drivers of Agriculture High-Tech Companies Based on the Balanced Scorecard

WANG Xiao-wei, Harbin Institute of Technology ........................................ 445

Study on Pricing Level of C2C Electronic Commerce Platform

PENG Li-liang, TIAN Jiang, University of Electronic Science and Technology of China ............................. 452

An Empirical Study of the Relationship between Staff Department Status and Effectiveness in Chinese SOEs

GAO Jun-shan, CAO Yong, PENG Chang-gui, University of Science and Technology Beijing .................. 456

Board Information and Board Strategic Involvement

LI Xiao-qing, Yanshan University, Nankai University; YIN Cui-fang, YUAN De-li, JIN Yuan-yuan, Nankai University ........................................ 461

Empirical Analysis of the Relationship between Listed Companies' Ultimate Control and Corporate Performance

WANG Pei-xin, QIN Zhi, Harbin Institute of Technology; FU Shu-min, BEIYA Medical Oil Corporation in Tieling .............................. 468

Evolutionary Game Analysis on Hidden Irregularity of Processing Enterprises in Dairy Supply Chain

FAN Bin, LI Cui-xia, Northeast Agricultural University ........................................ 477

The Content of Person-Organization Fit: A Multidimensional Framework

XI Yu-qin, Donghua University ................................................................ 483

Measure Analysis of Restructuring Contributions to KunGangJiaHua

of YunNanKunGang Cement Building Materials Co., LTD

SU Fang, Wuhan University of Technology ............................................... 489


QIU Qi, University of International Business and Economics; YAO Tang, Beihang University .................. 495

Research on the Formation Mechanism of the Innovative Enterprises Growth Path in Less Developed Regions

GUO Tao, NIU Xiao-meng, Harbin Engineering University ................................................................. 501

Research on Product Market Competition and Risk of Assets

WEI Lin, XU Li-wen, Tianjin University of Finance & Economics ............................................................... 507

Research on Key Technologies of Networked Technical Service Oriented Product Process

DING Jun-mei, GUAN Peng, YU Tian-biao, WANG Wan-shan, Northeastern University ............................. 518

Competitive Strategy, Strategic Human Capital and Sustained Competitive Advantage

ZHANG Yan-li, GAO Su-ying, ZHANG Jin, Hebei University of Technology ........................................ 524

Is Cronyism Always Negative? A Model of Organizational Appointment Based on Structure of Guanxi

CHEN Hong, China University of Mining and Technology ........................................ 532

Impact of Objective and Subjective Task Complexity on Employee Performance and Satisfaction: Moderating Role of Psychological Capital

TIAN Xi-zhou, Chongqing Technological & Business University, Fudan University; XIE Jin-yu, Fudan University ........................................ 538
0081 Study of Accounting Firm’s Partnership Culture Based on Fuzzy Evaluation Method
WEI Ming, ZHAO Yong-hong, XIA Li-jun, Xi’an University of Posts & Telecommunications

0082 Research on the Plight of Self-employed College Students in China with Business Mechanism Innovation
WANG Fei-peng, Shandong Institute of Business and Technology

0083 Corporate Strategy and Environment: Study Based on Structural Equation Modeling
YANG Chang-zheng, Guilin University of Technology;
LI Hui-min, Affiliated Hospital of Youjiang Medical University for Nationalities

0084 The Application of Factor Cluster Composite Analysis in Market Segmentation Research
LI Chun-li, LIAN Bo, LU Hu-sheng, Inner Mongolia University of Science and Technology

0085 The Happiness of Customer Co-creation
ZHENG Qiu-ying, Beijing University of Chinese Medicine;
FAN Xiu-cheng, Fudan University

0086 A Study on Influencing Factors and Ascensional Approaches of Organizational Learning Ability
XING Bao-jun, WEI Fang-yuan, Liaoning Technical University

0087 Determination of Merger Premium—Interralationship between Corporate, Target Average and Market
ZOU Cai-fen, Wuhan Textile University

0088 A Study on Manager Incentive Effect Based on Principal-Agent Relationship
SHANG Yu-fang, Bohai University

Part Five Macroeconomic Management
International Trade and Technology Exchange

0089 The Grey Relational Analysis of Manufacturing Industry Innovation and Local Administration
BI Ke-xin, Harbin University of Science and Technology, Harbin Engineering University;
ZHENG Zhi-wen, YANG Shu-fang, Harbin University of Science and Technology

0090 The Analysis of Inter-specific Relationships and Stability Based on the Creative Value Creation Ecosystem
TAN Na, GAO Chang-chun, Donghua University

0091 Study on the Scientific and Technological Innovation and the Competitiveness Enhancement of Green Food Industry in Heilongjiang Province
WANG De-zhang, WANG Jin-liang, JIA Jun-jie, Harbin University of Commerce

0092 Study on the Characteristics of Motherland Distribution of Foreign Partner of Joint Venture in China
LI Xiu-feng, LIU Xi-yu, Shandong Normal University;
JING Run-tian, University of Electronic Science and Technology of China;
HU Hai-zhen, Shandong Normal University

0093 Empirical Research on the Relationship of Export Trade and Carbon Emissions
GUO Jing-yuan, LIU Jia-qing, Harbin Institute of Technology

0094 The Measurement of Regional Technological Capability in China: An Empirical Study
WANG Zhen-qin, WANG Wei-cai, University of Science and Technology Beijing

0095 Ownership, Competition, Corporate Governance and Performance: Evidence from the Chinese Listed Companies in Utilities Sectors
GAO Yue, Dongbei University of Finance and Economics
0096 The Evaluation of the Urban Evolution of Binhai New Area
DING Mei, HAO Xiao-hua, GAO Su-ying, LIU Jian-zhao, Hebei University of Technology..................642

0097 Cointegration Analysis of the Export Trade and Energy Consumption of Beijing
LI Xin, Beijing Institute of Petrochemical Technology;
WANG Yan-quan, Beijing University of Chemical Technology.................................................................650

0098 Analysis on Efficiency of Chinese New Rural Cooperative Medical Insurance System
Based on DEA Method
WU Yan-ling, Heilongjiang University.................................................................................................................656

0099 An Empirical Research on the Relation between the Air Transportation and Economic Growth
ZHUANG Hui-yun, ZHU Mei-gui, Civil Aviation University of China.................................................................662

0100 Trade Remedy Effect of US Antidumping Measures on China’s Agricultural Products:
From the Perspective of the Third Market
ZHANG Hui-yun, HU Jun, WANG Jun-ying, Nanjing Agricultural University.......................................................668

0101 Study on the Relationship between Grain Production and Development of Animal Husbandry
LI Cui-xia, LI Qian, Northeast Agricultural University .....................................................................................674

0102 Study on Sustainable Competitiveness of the Forestry Resources Urban
— A Case Study of Yichun City
FU Cun-jun, GENG Yu-de, Northeast Forestry University................................................................................682

0103 Three-industry-structure Analysis Based on the VAR and VEC Models:
Empirical Study of Economic Data of Hangzhou from 1978 to 2008
YANG Chang-zheng, Guilin University of Technology;
LI Hui-min, Affiliated Hospital of Youjiang Medical University for Nationalities.............................................689

0104 Comparative Study on Economic Efficiency of Each Region in China
LI Guo-rong, Jilin University, Jilin University of Finance & Economics;
DING Yuan-yuan, MA Min-na, Jilin University of Finance & Economics.........................................................696

0105 Spatial-Temporal Statistical Analysis of Chengdu-Chongqing Regional Economic Structure Evolution
— Based on Comparative Study with Five Major Economic Regions and Four Major Urban Groups
WU Yu-man, ZHU Sheng, Chengdu University of Information Technology;
FAN Jian-quan, Tongji University..................................................................................................................702