The Seventh Wuhan International Conference on

E-Business:

Unlocking the Full Potential
of Global Technology

Lake View Garden Hotel
Wuhan, P. R. China

May 31-June 1, 2008
# Table of Contents

The articles are collected into four tracks – e-Business, Engineering & Technology, International Finance and Innovation Management. For each track, articles are listed alphabetically according to the name of the first author.

## e-Business Track

E-Marketing Morphology in the Textile Sector of Pakistan  
*Muhammad Abrar, Zhilong Tian, Muhammad Usman, Arfan Ali*  ........................................... 1

An Empirical Research on Factors Influencing E-business Development Based on Grey Relational Analysis  
*Xinbo Ai, Zhongyi Zhang*  ......................................................... 9

Group Decision Support Systems in Technology Policy Analysis  
*Bañuls, Victor A., Salmeron, Jose L*  .................................................. 15

Barriers and Solutions to the Implementation of the Mobile Wallet in China  
*Xinren Bao, Lying Ding*  ......................................................... 21

Modeling and Simulation of Enterprise Information System Growth Using System Dynamics: From the Perspective of Absorptive Capacity  
*Xinhua Bi, Cuiling Yu*  ......................................................... 27

Building Evaluation Model for Selecting ERP Software Based on Fuzzy-Entropy Theory  
*Xu-kan Xu, Yi-jie Bian*  ......................................................... 34

E-procurement in Steel Industry through Intelligent Negotiation  
*Biman Sarkar Bidyut, Kundu Pulak*  .................................................. 42

Analysis on the Utilization of Push mail in China  
*Lei Cai, Huisong Zheng*  ......................................................... 50

Effectiveness and Efficiency Evaluation of IT Investment in Chinese Manufacturing Industry  
*Dongsong Cai*  ......................................................... 54

A Multiple Micro-Payment Pattern Based on Trust-Aware Probabilistic Polling  
*Huai-hu Cao, Lu-bin Wang, Jian-ming Zhu*  .................................................. 60

Analysis of Value Chain of Mobile Commerce Based on Customer Interface  
*Yang Cao, Ruijin Wang, Yilin Liang*  .................................................. 64

An Electronic Communications Architecture for One Wells Fargo  
*Bob Carasik*  ......................................................... 70

Research on Electronic Commerce Enterprise Operation Pattern in Hubel Province  
*Zhigang Chen, Huiping Cheng*  .................................................. 75
A Novel Dynamic Data Mining Approach Based on Large Itemsets
Shiqing Chen, Zhihang Tang ................................................................. 81

Electronic Commerce Adoption and Implementation in SMEs:A Study Model in China
Yongqing Chen .................................................................................. 87

Study on Application Environment of Mobile Business in Chinese Enterprises
Jing Chen, Chengde Qin, Jialin Tang, Dong Li ....................................... 97

Strategic Organizational Form Choice Game between Duopoly E-Business Firms with Asymmetric Location
Chen Jie, Kang Feng, Shi Yixun ............................................................... 106

Research on Trust Problems and Countermeasures in China C2C E-Commerce
Lianfang Chen, Hui Wang, Zhihua Li ....................................................... 115

The Application Actuality and Strategy Research of Tourism E-commerce in the Yangtze Cruise Industry
Congxi Cheng .................................................................................. 123

An Assessment of Customer Behaviors’ Influence on the Adoption of Electronic Commerce Technologies by Thai Small and Medium Enterprises
Vasin Chooprayoon, Chun Che Fung .................................................... 128

An Assessment of Customer Behaviors’ Influence on the Adoption of Electronic Commerce Technologies by Thai Small and Medium Enterprises
Chooprayoon Vasin, Che Fung Chun .................................................... 134

The Realization and Design of Distributed Inventory Management System Based on Java EE
Queqiao Dai, Ming Qi, Qingyi Lin ......................................................... 140

An Approach of Personalized Recommendation for E-Commerce Websites Based on Sequential Patterns
Weihua Deng, Ming Yi ..................................................................... 146

Success Factors on Electronic Commerce Implementation and Evaluation
Fang Yang, You Wang, Jie Li, Yunfeng Wang ....................................... 153

A User Oriented Model for Culturally Influenced E-Business Portal Designing
Xiuzheng Feng, Yibin Hou ................................................................. 160

Website Based Investor Relations: Survey and Comparison of Shanghai and Hong Kong listed Companies
Feng Yan-jie, Xu Bo .......................................................................... 166

An Empirical Research on the Impact Factors on Website Traffic
Lili Fu, Benfu Lv, Geng Peng, Ying Liu ................................................ 171
Research on e-commerce Platform Based on the eCaaS
Ting Fu, Lingxiao Yang, Yingxing Li

Research on the Development of EC Upon Logistics Enterprises in Shanghai & Jiangsu District
Gengjun Gao, Huidan Lin, Youfang Huang

Research On Application Of Ant Clustering Algorithm In Collaborative Filtering Recommending System
Wei-min Gao, Jin Fan

Individual Credit or Joint Reputation: Tackling Information Asymmetries in Online P2P Lending Markets
Ruyi Ge, Wen Xu, Pengzhu Zhang

Research of Web Personalized Tutoring Using Multifactor Optimization-based Fuzzy Evaluation and Adaptive Strategy
Tiejun Gu, Yi Li

Communication Security Research Based on Mobile Agent System
Huanmei Guan, Jingwei Zhang, Jun Liu, Juan Wang

Study on Dynamic Mechanism of Strategic Alignment between Enterprise Management and Information Systems
Yiixun Guo

Research on Future Mobile Payments System
Weidong Guo

A Trust-Driven Role Based Access Control for Open Systems
Yajun Guo, Huihui Dong, Zhongqiang Yu, Hao Chen

The Effect of the Internet on FDI in the East and Middle/West of China
Minchun Han, Jun Niu, Xing Jiang

Case Analysis on the Performance Evaluation Method for Enterprise Informatization Investment
Jinbing Han, Sijie Chen

An Empirical Study on the Factors of Cyber Consumer Behavior
Zubing Hou, Hong Liu

A CSK-based Solution for Person Authentication
Xiangyi Hu, Guifen Zhao

Bidding Strategy Analysis for Online P2P Lending
Rong Hu, Jing Lei, Wen Xu

External Environmental Factors, Organizational Characters, and IS Strategy: Empirical Research on Chinese SMEs
Analysis and Research of the Internet Real-Name Authentication System based on the Public Key Infrastructure
Weixiong Hu, Nanzhen Cheng

Several Issues Affecting and Restricting the Further Development of Chinese Electric Commerce at Present
Junwen Hu

A Collaborative Filtering Recommendation Model Based on HMM
Guangqiu Huang, Yongmei Zhao

An Improved Immunity-based Trigger for Intrusion Tolerance System
Guangqiu Huang, Chunzi Wang

Investigation of Online Auction Mechanism
Zhengwei Huang, Xiazhong Zheng, Yaobin Lu

The advanced ERP planning system based on MAS
Hongen Ji, Yu Chen

Empirical Analysis on the Relationship between Risk Factors and Target Realization Degree in Software Projects
Hongliang Jia, Feng Dai, Yanru Xue, Mingze Xia

Evaluation Model of Three-Dimensional Coordinate Spatial for the Economic Benefits of Manufacturing Enterprise Informationalization
Nan Jia, Ming Qi, Qingyi Lin

Combining Scenarios Survey and Neural Network for Solving the Association of E-commerce Usage
Yuantao Jiang, Xizhao Zhou

Yi Jiang, Jing Zhao

The Research and Application of Customer Value Evaluation Model On Textile Industry
Chunhua Ju, Qibei Lu

Research of Customer Churn Analysis Based on PCA and SVM
Chunhua Ju, Feipeng Guo, Qibei Lu

Electronic Tax Filing System: Taxpayers’ Perspectives
Ming Ling Lai

Research on Optimal Structure of Suppliers Based on Efficient Frontier
Benxin Lao
Research of Security Intelligence Electronic Commerce System Based on Mobile Agent
Haojun Li, Feiyue Qiu ........................................................................................................350

Networked Manufacturing-based Supply Chain Operation Mode Characteristic and Performance Analysis
Xianghui Li, Kening Da .......................................................................................................356

Research on China’s Modern Logistics under E-Commerce Environment
Yukai Li, Dongyuan Zhu, Yimin Peng ..................................................................................363

Supply Chain Coordination for Returns in Internet Sales
Mingfang Li, Yuanyuan Lu ....................................................................................................368

Competitive Model of International Marketing for Chinese Electronic Destination Image
Zuozhi Li, Erda Wang, Zhongfu Wang ...............................................................................374

An Empirical Study of Consumers’ Perceived Information Overload in E-Commerce Environment
Jiangtian Li, Biqun Gan, Lan Xu ..........................................................................................380

Research on Successful Factors of B2C Mobile Commerce Based on Consumer Acceptance Theory
Zhihong Li, Minxia Li ........................................................................................................391

Optimization Configuration for Logistics Distribution Service Based on AHP and TOPSIS Approaches
Xin Li, Minxi Wang ..........................................................................................................396

Information Synchronization in the Enterprise Identity Management
Gang Li, Quan Wei .............................................................................................................401

Empirical Study on CRM Application in E-commerce for Insurance
Haigang Li, Xix Zheng .........................................................................................................404

Mobile Customer Relationship Management
Gang Li, Xianhuii Wang ......................................................................................................410

Development of Mobile Commerce in China: Internal Factors, Driving Forces and Integrated Strategies
Yilin Liang, Ruijin Wang, Yang Cao ....................................................................................416

Comparing Analysis of Three SMEs’ E-commerce Solutions: the Homegrown Solution, the Packaged Platform, and the Third-party Platform
Hua Lin, Runtong Zhang, Baichen Deng, Songlin Zhao, Kyle Robeson ...............................422
Case Study on EC Application upon Typical Private Integrated-service Oriented Logistics Enterprises
Hui-dan Lin, Geng-jun Gao ................................................................. 431

A Study of the Website Performance of Travel Agencies Based on the eMICA Model
Derong Lin, Zongqing Zhou, Xiaolin Guo ........................................... 436

Using the Grey Relation Analysis in the Evaluation of E-commerce Affection Factors
Xiang-rong Liu, Guo-jie Zhao ............................................................... 442

Supply Chain Disruption Management In Electronic Business Environment
Ningjie Liu, Ming Weng ................................................................. 449

Supply Chain Management Analysis with Service Provision under Disruption
Shu Liu, Hong Chen, Zhihui Yang, Xiaozhi Wu .................................. 454

The Research of CRM Intellectualization Based on Rough Set
Yunfeng Liu, Lin Ke ................................................................. 459

A Boundary-based Access Control Model for Sensitive Information
Xiaobing Liu, Zhaoyang Bai ............................................................... 465

Undergraduates’ Perception about Service Quality Assessment on Tourism E-commerce Website: a case study of China CTRIP Website (www.ctrip.com)
Chengliang Liu, Liming Ding, Qing Zhang, Ying Tian ................................ 472

Study on the Credit System Construction of China’s Small and Medium Enterprises’ Development of E-Commerce
Xingqi Lu .................................................................................. 479

TPDP-OEM’s Quality Control Contracts in Closed-Loop Supply Chain
Wei Luo, Yan Li Yang ................................................................. 484

Research on SMS Advertisement Recommendation Model in Mobile Commerce
Yingjie Lv, Yu Tong, Tingbin Chen .................................................... 491

An E-Business Capabilities Perspective on E-Procurement Process Performance: An Empirical Investigation
Lan Lv, Jing Zhao ........................................................................ 498

Analysis of Trust Issue in C2C E-Commerce Based on Evolutionary Game Theory
Jie Mao, Zheng Li ........................................................................ 506

Appraising & Optimizing the Model of Enterprises Informatization
Ming Ni .................................................................................... 512
Implementing Hersey Model to Evaluate Chinese Commercial Banks’ Web Site
Information Design
Jin Nie, Jing-Jing Tan ................................................................. 518

A Model of Information Integration between E-business Enterprises and Logistics
Enterprises Based On Rosetta Net
Guihua Nie, Xue Wang, Min Yang............................................. 524

Build Standard Domain Ontology Based on Relational Database
Guihua Nie, Xuan Gong, Donglin Chen...................................... 531

Research on Information Integration Framework between E-commerce and Logistics
Enterprises Based on Web Services Technology
Guihua Nie, Min Yang, Xue Wang.................................................. 537

An Ontology-Based Model Research for the System of Thesis Copy Detection
Guihua Nie, Zhichao Fu, Xuan Gong............................................. 542

A Knowledge Management Platform to Assist E-business in Sustainable Energy Services
Janjira Payakpate, Chun Che Fung, Sukruedee Nathakaranakule......... 549

Research on Core Metadata for Government Information Resource Catalog
Zhenxin Qu, Shengqun Tang............................................................ 555

Measuring the Effects of Switching Costs on Customer Loyalty of Online Bank
Hui Sang ..................................................................................... 560

A Study On The Return Policy Of Perishable Goods Under Electronic Secondary Market
Shan Chu .................................................................................. 565

P3P and Privacy: Predicting the adoption of P3P User Agent in E-Commerce
Jing Shang, Honglu Du................................................................. 570

On the problems of E-government in Midwest China
Yuhong Shang ........................................................................... 574

A Study of Advantages of Postponement Strategy Based on Queuing Theory
Wenfang Shang, Ming Qi, Qingyi Lin........................................... 580

The Optimization of Cost Management under ERP System
Hongtao Shen, Li Lai................................................................. 586

Customer Response Capability in a E-Business Context: The Role of Behavioral Intentions
Xuewu Shen, Gui-hua Nie, Ling Shen.......................................... 593
Understanding Consumers' Intention to Use Mobile Advertising in China
Xiang Shen, Huaping Chen .................................................................598

The Development of a Web-Based Remote Scheduling Optimization System for Fermentation Process
Bin Shi, Liexiang Yan, Zhi Luo ..........................................................604

Reputation Rating Method and Aggregating Model of Online Reputation Management System in Electronic Commerce
Guangxing Song, Yanfeng Ge ..........................................................610

The Research of Service Collaborative Computation Architecture Based on Semantics
Yan Song, Lei Huang .................................................................617

Using a Qualitative Case Study Approach in Exploring e-Business Potential for Home-Based Businesses in Malaysia
Rosnafisah Sulaiman, Siti Sabilah Mohamed Shariff, Mohd Sharifuddin Ahmad .................622

Personalized Shopping Model in E-Commerce
Ruxia Sun .................................................................629

A Novel Text Mining Approach Based on Integral Measurement Mechanism
Beiping Tang, Zhihang Tang ..........................................................634

Comparison Between Two Spread Efficiency of Mutual Information Diffusion Networks
Sihui Tang, Jianmei Yang, Quan Chen ........................................640

Perceived Ease of Use In E-Commerce: A Hierarchical Model for Its Motivational Antecedents
Tao Sun, Zixue Tai, Ke-Chuan Tsai ........................................646

Research on Niche Construction of E-Commerce Websites and Evolutionary Prediction Model
Zhihong Tian, Honglu Liu, Zhenji Zhang, Runtong Zhang ...........................................657

Clustering of Common Service for eGovernment: Macao Address Change Service
Hon Chi Tin, Wan Chon, Cheang Kum Fong, Xu Jia Hua ........................................662

An Exploration of The Impact of Business-to-Business Electronic Marketplaces
Shan Wang, Shi Zheng, Huan Meng ........................................668

A Model of Forecasting Customers' Purchasing Behavior Based on Dada Mining
Fudong Wang, Yufang Ma, Meimei Chen ........................................678

A Novel Public-key Cryptosystem Based on Extended Chebyshev Polynomials
Dahu Wang, Aihua Dong, Haizhu Yang, Fashan Yu, Xudong Wang ................................684
Trade Protocol of Products Based on Digital Signature and Fingerprinting
Fengying Wang, Lei Zhao, Zhen Cheng, Caihong Li..........................................................689

The Tuple Structure Improvement Research on Rule Matching Algorithm Rete in Electronic Commerce Application Systems
Dongyun Wang, Zhijun Ren, Ri Na, Jihong Zhou..........................................................695

Prediction of Power Consumption of the Tertiary Industry based on Principal Component Regression
Yanhui Wang ..................................................................................................................701

Based Real-time Supply Chain Management Dynamic Pricing Model in E-commerce
Wenxing Wang, Shuying Sun .........................................................................................705

Users-oriented Performance Evaluation of E-Government
Mingming Wang, Youbei Huang ....................................................................................712

Measurement of Instant Message Tool's Service Quality: An Exploratory and Confirmatory Factor Analysis
Yi Wang, Kai Wang, Qingguo Ma ...................................................................................719

The Design Of Information Security Services Outsourcing Game Analysis And Management Mechanism
Zhong Wei ......................................................................................................................724

Characteristics of E-business Process Performance: An Empirical Study
Xiaoyan Wei, Jing Zhao ..................................................................................................730

A Model for Refining the Distributed SCP Plans Based on Coordinated RL
Zhanguo Xia, Shixiong Xia, Lei Zhang, Qiang Niu..........................................................737

Analysis of Influencing Factors of Enterprise Information Technology Adoption Based on DEMATEL Method
Mingze Xia, Gefei Li, Feng Dai ........................................................................................743

Consumer Trust Formation Model in B-to-C Ecommerce Based on the TAM Theory: An Empirical Study with China Consumers
Kaihong Xiao ..................................................................................................................750

The E-business Strategies of South Korean Tourist Destination after Korean Flow
Yuanbin Xiong; Sheng Li .................................................................................................756

Achieving IT Project Success from Project Team’s Goal Commitment and Teamwork Quality: A Structural Equation Model
Xiaobo (Bob) Xu .............................................................................................................764
Blind Signature for Electronic Payment Based on Elliptic Curve Cryptography
Shouzhi Xu, Qiaoli Liu, Huan Zhou, Chengxia Li.................................................................770

A Solution for Integration of Enterprise Legacy Systems Based on SOA
Zhanmin Xu, Haoran Zhang, Peng Xia....................................................................................777

The Research on Security Technology in Electronic Business
Shengjun Xue, Jun Luo, Juanjuan Zhao..................................................................................782

RECTrust: A novel reputation-based trust model for E-commerce communities
Huifang Yan, YaJun Guo.......................................................................................................787

Virtual Property Disputes and Resolutions to Online Games Property Infringement
Dongsheng Yan, Junjie Ji, Weiwan Zhang...............................................................................792

A Preliminary Study on E-Business System of World Geoparks in China
Zhiwu Yan, Wei Feng, Wei Cao, Qian Yang............................................................................798

An Appraisal Model of Marketing Ethical Quality of Online Dealers
Jun Yan, Lirui Chen................................................................................................................803

The Effects of Animation on information extraction
Yan Yan, Xiao Liu....................................................................................................................808

Drivers and Barriers of IT Adoption in Indonesia’s Manufacturing SMEs
Rianto Yan, Shintia Laksani Chichi, Prihadyanti Dian, Triyono Budi..................................813

Building a System Dynamics Model of Business Process in Supply Chain
Yalan Yan, Xianjin Zha..........................................................................................................819

Evaluation of Supplier’s Performance Based on Sharing Retailer’s Promotional Information
Hongping Yang, Li Xu..............................................................................................................826

Research of Collaborative E-commerce System Based on the Rosetta Net Standard
Limao Yang, Xuan Tang...........................................................................................................832

Research on Self-learning Model Based on Bayesian Network
Qing Yang, Lianfa Zhang, Xueping Wang, Zhufeng Huang..................................................839

A Novel Tripartite Key Agreement Protocol Using Matrix-based ECC
Jun Yang....................................................................................................................................845

Analysis of the Virtual Enterprise Self-Organization Based on CA
Zunqi Yang, Wei Zong............................................................................................................850

“Revenue Accounting” in the Age of E-Business
Huafeng Yang ........................................................................................................... 855

A SPA-based model for the selection of Third Party logistics (TPL) supplier
Baiqing Ye, Shaoguang Sun, Sizhi Li ........................................................................ 861

A Novel Auction Mechanism for Resource Allocation in Computer Networks
Wenxia You, Xianjia Wang, Wentao Fan .................................................................. 868

Web Log Mining based on Website Topic
Xiaobing Yu, Shunsheng Guo, Zhao Peng ................................................................. 874

A DSS for Cost of Maintenance based on OWB in a Power Plant
Baoqin Yu, Xu Zhang, Cui Sun, Jun Zhang ............................................................... 879

AS-INDEX based Collaborative Filtering Recommendation System
Xiaopeng Yu, Xiaogao Yu ............................................................................................ 885

Research of Personalization for e-business web based on the clustering coefficient partition algorithm
Wenfang Yu, Hong Liu .............................................................................................. 891

Application of Real-Time Evaluation in Electric Customers’ Credit Risk Management
Bo Zeng ....................................................................................................................... 896

An Intelligent Recommender System Based on Web Mining
Ziming Zeng, Yuanyuan Zeng .................................................................................... 902

Using XML Topic Maps to Achieve Knowledge Navigation for E-Government Information Portal
Jun Zhai, Weibin Liu, Qinglian Wang, Miao Lv ...................................................... 908

The HAPMS Research of a New Chain Model of Happy Tree
Liyi Zhang, Weisi Chen ............................................................................................ 914

Study on the Protection of the Consumer’s Rights in E-commerce
Ke Zhang ................................................................................................................... 920

Research on Bandwagon Attack against Trust-based Collaborative Filtering Recommender Systems
Fuguo Zhang ............................................................................................................. 926

Investigation on Portals of Chinese Coastal Ports by Regions
Jun Zhang, Xiaoxia Wang .......................................................................................... 932

A Study on Micro Bonus Restitution System of Mobile Lottery
Jing Zhang, Ming Qi, Qingyi Lin ............................................................................... 938
User Satisfaction Degree Evaluation in Mobile Commerce Environment Base on Fuzzy Synthetic Evaluation
Huimin Zhang

Apply Rough Set to Find Customers' Preferences
Junyan Zhang, Gang Duan, Peiji Shao

Assessing the Competitive Impact of Information Systems Support for Product Innovation
Michael J. Zhang

A Study on the Optimization of Business Logistics Cost
Guoqing Zhang, Longqing Liu, Xiaoping Zhang

A Modeling Framework for the Planning of Logistics Nodes in Strategic Supply Chain Based on Complex Network
Jiangbo Zheng

Study on Aquaculture Decision Support System
Xiaoping Zheng, Feng Wang, Weiwei Gong, Zetian Fu, Xiaoshuan Zhang

The Evaluation of Regional Tourism Sustainable Development A Case Study of the ChongYang Country in Hubei Province
Feng Zhong, Jiayao, Tang

The Effect of Personality Traits on Mobile Commerce User Acceptance
Zhou Tao

Impact of Information Technology On Convention and Visitors Bureaus in US: A Case Study
Zongqing Zhou

Investigation of Critical Success Factors in e-Business Adoption by Chinese Travel Firms: A Resource-based Perspective
Zhen Zhu, Jing Zhao, Jingqi Chen, Xiaoyan Wei

E-Government User Satisfaction Measurement Study and Empirical Analysis in an IT Outsourcing Environment
Pei Zong, Jie Wen, Qiang Yan

Research on Vendor Evaluation Index System Based on Electronic Business
Xiaoming Zuo, Congdong Li, Lei Zhang
Three Special Assignment Problems

Guozhong Bai, Wen Chen, Lina Yao

An Inventory Decision Model in a Two-Echelon Supply Chain

Jianhu Cai, Gengui Zhou, Lin Xu