

Registration / Help DeskLocation: Lobby or Foyer
From 2010-07-15 08:00:00 To 2010-07-15 18:00:00

8:40 am-10:00 am	Coffee	Location: Foyer
9:00 am- 9:20 am	Opening Ceremony	Location: Hai Tian Hall
9:20 am-12:10 pm	Keynote Speech	Location: Hai Tian Hall
12:10 pm-1:30 pm	Lunch	Location: West Cafeteria

Service Operations I: MethodologiesSOLI VIP Function Room (oral session)
From 2010-07-15 13:30:00 To 2010-07-15 15:10:00**Session Chair:** Emmanuel Fragniere**Session Co-Chair:** Lujing Yang

[Conjoint Analysis Experimental Design for Services Involving Multiple Options](#)
Emmanuel Fragniere; Neda Javanmardi; Francesco Moresino

[Quality Signaling through Warranty & Brand Reputation](#)
Kunpeng Li; Dilip Chhajed; Suman Mallik

[A QoS Constrained Dynamic Priority Scheduling Algorithm for Process Engine](#)
Li Li; Qiming Tian; Ruixiong Tian; Liang Liu; Zhiguo Gao

[Model-Based Dependency Analysis in Service Delivery Process Management](#)
Feng Liu; Qian Ma; Krishna Ratakonda; Hao Wang; Liang Liu

[A New Conceptual Life Cycle Model for Result-Oriented Product-Service System Development](#)
Lujing Yang; Ke. xing ; Sang-heon Lee

[Optimal Dynamic Pricing for Subscription-based Information Goods under Certain Environment](#)
Ziping Wang; Dong-qing Yao; Samar Mukhopadhyay

Service Operations I: MethodologiesFoyer (poster session)
From 2010-07-15 15:10:00 To 2010-07-15 15:50:00**Session Chair:** Qinhua Wang

[Price Decisions for New Product with and without Subsidy](#)
Qiaolun Gu; Tiegang Gao

[Data mining techniques to improve no-show forecasting](#)
Rong zeng Cao; Wei Ding; Xiang yang He; Hao Zhang

[Unambiguity Verification and Execution Prioritization of Rule Set](#)
Chun hua Tian

[Design of FPGA Configuration Monitoring System](#)
Jin Li; Guo-ning Li; Long-xu Jin; Shun-feng Ma

[Bi-directional Process Model Transformation and Synchronization to Enable Process-Centric Enterprise System Implementation](#)
Qinhua Wang; Changrui Ren; Bing Shao; Jin Dong; Miao He

Service Operations II: Financial and Healthcare ServicesSOLI VIP Function Room (oral session)
From 2010-07-15 15:50:00 To 2010-07-15 17:30:00**Session Chair:** Kangzhou Wang**Session Co-Chair:** Miao He

[Provide Financial Risk Management as Service](#)
Tie Liu; Feng Li; Hao Zhang; Xiangyang He; Rongzeng Cao

[Financial supply chain management](#)
Miao He; Changrui Ren; Bing Shao; Qinhua Wang; Jin Dong

[Using multi-source web data for epidemic surveillance: A case study of the 2009 Influenza A \(H1N1\) pandemic in Beijing](#)
Yuan Luo; Daniel Zeng; Zhidong Cao; Xiaolong Zheng; Youzhong Wang

[Queueing Systems with Impatient Customers: A Review](#)
Kangzhou Wang; Na Li; Zhibin Jiang

[Greenolive: an Open Platform for Wellness Management Ecosystem](#)
Liangzhao Zeng; Pei-yun Hsueh; Henry Chang; Christina Chung; Rick Huang

[Game Analysis of Financing Allocation for a Large Complex Project](#)
Xiaoyang Yu; Jing Zhou; Xiaoling Wu

SOLI VIP Function Room (oral session)
From 2010-07-16 09:00:00 To 2010-07-16 10:00:00

Traffic Management

Session Chair: Han Zhang

Integrated Traffic Control Strategies Based on Message Exchange in Taichung City
Jiann-sheng Wu; Rong-chang Jou; Yuan-chan Wu; Tze-chiang Lou

A Bi-Level Subway Transfer Simulation Model Based on AUITS
Han Zhang; Lefei Li

Heuristic Algorithms to Solve 0-1 Mixed Integer LP Formulations for Traffic Signal Control Problems
Qing He; Wei-hua Lin; Hongchao Liu; Larry Head

Foyer (poster session)
From 2010-07-16 10:00:00 To 2010-07-16 10:40:00

Service Operations II: Industrial Applications

Session Chair: Wuttigrai Ngamsirijit

Analysis of the Growth of China's SME Board Listed Company in 2008 after Financial Crisis
Yueming Zeng; Ye Jiang; Li Wan

The Loyalty-Based Service Improvement: A Case Study of Call Center in Thai Telecommunication Company
Wuttigrai Ngamsirijit

Modularity of Service Design for IT Company
Zhenkun Zhou; Yong Lin; Shihua Ma; Feng Yue

Research on the optimal inspection interval of water distribution network of Beijing
Guangyu Zhu; Zhihong Zou

An Integrated Simulation Framework for Water Environment Management
Chunhua Tian

Customized Transportation Service Design for Railway Express Delivery
Ying Wang; Jin-zi Zheng; Jun Liu; Wei Wang; Xiao-dong Zhang

Research on Producer Service Innovation in Home-Textile Industrial Cluster Based on Cloud Computing Platform
Kejing Zhang; Biao Ma; Pingjun Dong; Bingyong Tang; Hong Cai

SOLI VIP Function Room (oral session)
From 2010-07-16 10:40:00 To 2010-07-16 12:00:00

Facility & Material Management

Session Chair: Hsiang-Hsi Huang

Session Co-Chair: Philipp Scholl

Multiple-floor Facilities Layout Design
Hsiang-hsi Huang; Ming-der May; Hsiang-ming Huang; Yu-wei Huang

Design and Improvement of KPI System for Materials Management in Power Group Enterprise
Xiong Gang; Tao Qin; Feiyue Wang; Lei Hu; Qingsong Shi

Two Efficient Constructive Heuristics for Scheduling Trucks at Crossdocking Terminals
Mojtaba Shakeri; Malcolm y. h. Low; Zhengping Li; Eng w. Lee

Approach to reduce costs in a warehouse with simultaneous increase of the system's flexibility
Philipp Scholl; Jochen Deuse

SOLI VIP Function Room (oral session)
From 2010-07-16 13:30:00 To 2010-07-16 15:10:00

Logistics Management I: Supply Chain Management

Session Chair: Yong Lin

Session Co-Chair: Mi Gan

The Effect of Demand Representation on Locating Facilities in a Supply Chain Network
Mi Gan; Wei-hua Lin

Multi item multi period capacitated lot sizing problem with backorders and setup considerations: strong and weak formulations
Mayank Verma; Rrk Sharma

Modular Logistics Service Platform
Yong Lin; Jing Luo; Li Zhou

Study on Intelligent Collaboration Mode of Supply Chain
Hui Hu; Dawei Hu

The optimal supplier's trade credit decisions in the EPQ model
Xiaojian Zhang; Gengxin Dai; Houcai Shen; Xueling Jiang; Fang Ding

Workcell-based Supply Chain Management
Liang Xu; Gang Chen; Caina Wang

Logistics Management Foyer (poster session)
From 2010-07-16 15:10:00 To 2010-07-16 15:50:00

Session Chair: Jiana-Fu Wang

An Optimal Ordering Policy with Partial Permissibly Delay under Two-level Payments
Xueling Jiang; Gengxin Dai; Xiaojian Zhang; Fang Ding

Supply Chain Collaboration Based on Web Services Composition
Zhang qi-wen Zhang qi-wen; Xu qi Xu qi

The Optimal Ordering Policy with Multiple Periods under Two-echelon Trade Credit
Fang Ding; Gengxin Dai; Xiaojian Zhang; Xueling Jiang

Cooperation between Enterprises: A Research on Emergency Mechanisms under Disruptions
Xin Cheng; Ning Zhang

Staging Length, Variation and Utilization— How Do They Affect Crossdocking Performances?
Jiana-fu Wang

Logistics Management II: Green Logistics & Globalization SOLI VIP Function Room (oral session)
From 2010-07-16 15:50:00 To 2010-07-16 17:30:00

Session Chair: Hsiao-Shen TSAO

Session Co-Chair: Ran Li

A Carbon Capture and Distribution Network Design Problem for Carbon Emission Reduction and Utilization
Xiaoqing Wang; Minmin Qiu; Hongwei Ding; Jin Dong; Wei Wang

Streamlining Grain Supply Chains of India: Cloud Computing and Distributed Hubbing for Wholesale-Retail Logistics
Hsiao-shen Tsao; Shrikant Parikh; Anindya Ghosh; Ritesh Pal; Madhura Ranalkar

Reverse Logistics Activities, the Task Environment, and Performance: Taiwanese 3C Retailers
Yi-chun Huang; Yen-chun Wu; Nai-jen Chang; Nolan Boulanger

Information Exchange in Global Logistics Chains
Ran Li; Albert Veenstra; Ming Yu; Lei Zhao; Rob Zuidwijk

Real-time MII Solution Applied in Global Process Industry
Gang Xiong; Timo r. Nyberg; Feiyue Wang

The Use of Simulation for Global Supply Network Rationalization
Changrui Ren; Wei Wang; Miao He; Bing Shao; Qinhuang Wang

Informatics & Information Systems II: Cloud Computing & Knowledge Management SOLI VIP Function Room(oral session)
From 2010-07-17 09:00:00 To 2010-07-17 10:00:00

Session Chair: Trieu Chieu

Solution-based Deployment of Complex Application Services on a Cloud
Trieu Chieu; Ajay Mohindra; Alexei Karve; Alla Segal

High-Efficiency Model Calibration Engine Based on Parallel Computing
Jing Xiao; Chunhua Tian; Hao Wang; Yu Lu; Zhiliang Zhu

The Work-Knowledge Cohesion: Integrating Knowledge Management with Deliverable Work for Knowledge-Intensive Services
Susanne Glissmann; Ying tat Leung; Guang jie Ren; Jorge Sanz

Informatics Foyer(poster session)
From 2010-07-17 10:00:00 To 2010-07-17 10:40:00

Session Chair: Ansheng Ge

Story Extraction from the Web: A Case Study in Security Informatics
Ansheng Ge; Wenji Mao; Daniel Zeng

Transportation Management System for Ubiquitous Computing
Chun-xia Qi; Yue-jiang Sun; Jun-mo Cheng

A Probabilistic Framework for Automated Mechanism Design

Emmanuel Tadjouddine

Travel Information Service System for Public Travel Based on SOA

Chunyan Li

How External Factors Influence Stock Market: A Model Based SVM

Ying Chen; Chao Wang; Xun Liang

Value Added on Integrated Solution of RFID Enhanced Asset Traceability System

Bo Yang; Peini Liu

Related Topic Network

Chao Chang; Daniel Zeng; Huimin Zhao

An Investigation of Parallel Management Information System Technology based on Service-Oriented Architecture

Feng Cui; Changjian Cheng; Feiyue Wang

SOLI VIP Function Room (oral session)

From 2010-07-17 10:40:00 To 2010-07-17 12:00:00

Pricing & Revenue Management

Session Chair: Deng Gao

Session Co-Chair: Ying Peng

Overbooking Models with Different Risk Preferences: A Numerical Study

Deng Gao; Wei Geng; Xiaobo Zhao

The Effects of Varying Emphasis on Risk Premiums on Performance-based MRO Contracts

Niak wu Koh; Lim yan guan, roland ; Elaine wong ; Arnd schirrmann

Pricing and Slot Allocation For Long-term Customers of Shipping Transportation Services

Feng Li; Tie Liu; Rongzeng Cao; Jun Xu

Low Price Guarantee in Inventory Systems Coordinated with Pricing Strategy

Ying Peng; Ming Dong; Guanghua Han

SOLI VIP Function Room(oral session)

From 2010-07-17 13:30:00 To 2010-07-17 15:10:00

Informatics and Information Systems I: Modeling & Implementation

Session Chair: ZORAN MIODRAG

Session Co-Chair: Cheng Nie

Modeling Open Source Software Bugs with Complex Networks

Cheng Nie; Daniel Zeng; Xiaolong Zheng; Fei-yue Wang; Huimin Zhao

A Methodology for Successful Implementation of ERP in Smaller Companies

Laura xiao xia Xu

Process-Oriented Software Outsourcing Decision Based on Genetic Algorithm

Yanbing Jiang; Xin Zhou; Yin Liu; Lei Chen

Predicting Customer Churn by Integrating the Effect of the Customer Contact Network

Xiaohang Zhang; Zhiyu Liu; Xuecheng Yang; Wenhua Shi; Qi Wang

Employing Cost-Sensitive Learning in Cultural Modeling

Peng Su; Wenji Mao; Daniel Zeng; Fei-yue Wang

Management Information System for Small and Medium-Sized Forwarding Companies

Zoran Miodrag

Foyer (poster session)

From 2010-07-17 15:10:00 To 2010-07-17 15:50:00

E-commerce, E-government and Material Management

Session Chair: Hazman Shah Abdullah

An Experimental Study of Consumption Behaviors in Telecom Social Networks

Chao Zhu; Chen Wang; Jiayin Qi

Research on Transaction Modes of China Coal Trading Information Platform

Longzhen Yu; Zhongmin Lei

Citizen Relationship Management: The Influence of Justice Perceptions and Service Recovery Satisfaction on Trust in Government: An Empirical Investigation of Malaysian Local Authorities.

Hazman shah Abdullah; Norizan Sharif; Yap bee wah

Customer Satisfaction Measurement Model of E-government Service

Yan Liu; Changfeng Zhou; Yingwu Chen

Measuring Distortions of Trade Patterns: An Application to China

De-liang Pang; Yu Hong

Some single-machine scheduling problems with aging effect

Jiqiu Fan; Dehua Xu

Research on Loading Method of Multi-category Low-scale Materials Based on the Improved Analytic Hierarchy Process

Sanfa Cai; Zhizhi Zhang; Jianxin You

Hybrid Channels Coordination with Product Differentiation in E-commerce

Jiapeng Liu; Lei Wang

SOLI VIP Function Room(oral session)

From 2010-07-17 15:50:00 To 2010-07-17 17:30:00

E-commerce and Recommendation Systems

Session Chair: Xinxin Bai

Session Co-Chair: Linjing Li

E-commerce: Who is the international consumer of luxury goods? A cross study of e-consumer customization (an empirical approach)

Alexandra Broillet; Dubosson Magali; Varone Sacha

An Integrated Customer Segmentation Method for China's Supermarkets

Xinxin Bai; Xi Xia; Haifeng Wang; Wenjun Yin; Jin Dong

An evaluation framework to identify suitable MCDM techniques for B2B collaboration

P.s. Tan; S.s.g. Lee; A.e.s. Goh

Tag-based Smoothing for Item Recommendation

Jing Peng; Daniel Zeng

Refinement of Symmetrical Nash Equilibrium for Generalized Second-price Mechanism in Sponsored Search Advertising

Linjing Li; Daniel Zeng

Bilinear Models for Item Recommendation Based on Tags

He Liu; Daniel Zeng; Fen Xia; Huiqian Li