

**2019 10<sup>th</sup> International Conference on E-business,  
Management and Economics  
(ICEME 2019)**

**2019 9<sup>th</sup> International Conference on Business and  
Economics Research  
(ICBER 2019)**

**Beijing, China    July 15-17, 2019**

**Sponsored by**



**北京工业大学**  
BEIJING UNIVERSITY OF TECHNOLOGY

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## Welcome Remarks

We welcome you to Beijing Guangxi Hotel to attend 2019 10th International Conference on E-business, Management and Economics (ICEME 2019) and 2019 9th International Conference on Business and Economics Research (ICBER 2019). We're confident that over the next three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in Advances in E-business, Management and Economics, and Business and Economics Research.

The conferences received submissions from more than 15 different countries and regions, which were reviewed by international experts. Approximately 60% papers have been selected for presentation and publication.

We hope that your work and that of your institution or company will be enhanced both by what you learn and whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this will be a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped make the conference a successful event. We hope that all participants and other interested readers will benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

Once again, thank you for coming to this conference. We are planning more and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.

Conference Chair  
Prof. Zhang Yongan  
Beijing University of Technology, China

## Introduction for Local Conference Chair



*Prof. Yongan Zhang*

*Beijing University of Technology, China*

Zhang Yong-an, Doctor of Management, is the Doctoral Advisor and professor of the school of economic and management at Beijing University of Technology. Dr Zhang is also the Adjunct Professor in Shanxi University of Finance and Economics, Shanxi University of Science and Technology and Beijing Material Institute, as well as management consultant for listed companies. Dr. Zhang's research expertise includes enterprise development strategy, enterprise business model, and high and new technology industry cluster innovation network policy. Dr. Zhang has participated and presided over four of the national natural science fund projects and provincial soft science projects. He was awarded second prize for excellent achievement of philosophy and social science at the provincial level, second prize in provincial scientific and technological progress, provincial outstanding young economic theory workers and many other awards. Dr. Zhang has obtained four counts of software copyright: the Complex Logistics Simulation Platform; the Immediate Network Information Acquisition System; Researchers Questioned Message Interaction Management Platform System. And he also undertook and completed the cooperation with Beijing municipal committee: Beijing City Traffic Votes Fares Research, the Research of Beijing Parking Business Cost and other more than 10 unique projects. Till now, Dr. Zhang has already completed two books and teaching materials, published more than 50 high level academic papers.

## Information on Publication

### 2019 10th International Conference on E-business, Management and Economics (ICEME 2019)

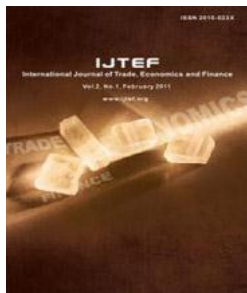
All accepted papers for the ICEME 2019 will be published in the proceedings below.



Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex. The proceedings volume will also be submitted for potential indexing to SCOPUS and Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science). ISBN: 978-1-4503-6602-1

### 2019 9th International Conference on Business and Economics Research (ICBER 2019)

The accepted papers by ICBER 2019 will be recommended to be published by one of below journals:



**International Journal of Trade, Economics and Finance (IJTEF, ISSN: 2010-023X, DOI: 10.18178/IJTEF)**, which will be included in Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, EBSCO, and Ulrich's Periodicals Directory.

IJTEF is an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of Trade, Economics and Finance. The focus is to publish papers on state-of-the-art Trade, Economics and Finance. Submitted papers will be reviewed by technical committees of the Journal and Association.

The audience includes researchers, managers and operators for innovation, management and technology as well as designers and developers



**Journal of Economics, Business and Management (JOEBM, ISSN: 2301-3567, DOI: 10.18178/JOEBM)**, which will be included in Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

an international academic open access journal which gains a foothold in Singapore, Asia and opens to the world. It aims to promote the integration of trade, economics, and finance. The focus is to publish papers on state-of-the-art economics, business and management. Submitted papers will be reviewed by technical committees of the Journal and Association.

The audience includes researchers, managers and operators for economics, business and management as well as designers and developers.

## Conference Venue

### **Beijing Guangxi Hotel Plaza (北京广西大厦)**

Add.: 26 Hua Wei Li, Pan Jia Yuan Street, Chaoyang, Beijing, China  
北京 朝阳区 潘家园华威里 26 号  
<http://www.guangxihotel.com/en/>  
Tel: 4008625688; Fax: +86-10-67802177



Beijing Guangxi Hotel plaza is invested by the People's Government of Guangxi Zhuang Autonomous Region in Beijing, which is a listed four star foreign business hotel equipped with accommodation, catering, conference, entertainment and shopping center, located in Panjiayuan antique district, Chaoyang District, Beijing, adjacent to the Central Business District (CBD). It has a 30 -minutes driving distance to the Beijing Capital International Airport, only 15- minutes driving distance to the Beijing Railway Station, Metro Line 10 Panjiayuan stop can directly reach. The location is superior and transportation is convenient.

Hotel officially opened in 2000 and completely renovated in 2008, it has passed ISO9001: 2000 certification, it belongs to The international Golden Key member organization which covers 15 acres and the main building consists of 22 floors, it is designed as Guilin Elephant Trunk and referred Zhuang style houses on stilts to built so it is podium, elegant and chic, and full of rich ethnic characteristics, with a total of 290 various types of rooms, the International Conference Centre sets a total of 14 professional meeting rooms that can hold 30-350 people. It specializes in Guangxi authentic dishes and becomes the most beautiful Guangxi window in Beijing by "the first capital of Guangxi vegetables "brand created by Nalan restaurants, by developing famous specialty of the main shopping malls , by promoting environmental conservation green diet and Guangxi minority culture.

The elegant environment, advanced management and attentively personalized service will make Chinese and foreign friends feel at home.

"Folk songs for relatives, delicious wine welcome guests", all the Zhuang people will be await your visit with their simple warm hearts.

**Traffic Routes and Surrounding Attractions 交通路线及周边景点**

<b>Locations 地点</b>	<b>Distance 距离</b>	<b>Driving 车程</b>
The capital airport 首都机场	About 30 km 约 30 公里	About 26 minutes 约 26 分钟
Metro Line NO.10 Panjiayuan Station Port C 地铁 10 号线潘家园站 C 口	About 200m 约 200 米	About 1 minute 约 1 分钟
Beijing Railway Station 北京火车站	About 8 km 约 8 公里	About 11 minutes 约 11 分钟
Beijing West Railway Station 北京西客站	About 20 km 约 20 公里	About 30 minutes 约 30 分钟
Beijing South Railway Station 北京南站	About 10 km 约 10 公里	About 14 minutes 约 14 分钟
Beijing Nan Yuan Airport 北京南苑机场	About 15 km 约 15 公里	About 19 minutes 约 19 分钟
Regional Trade 国贸区域	About 5 km 约 5 公里钟	About 8 minutes 约 8 分钟
Beijing Economic and Technological Development Zone 亦庄经济技术开发区	About 12 km 约 12 公里	About 20 minutes 约 20 分钟
Panjiayuan Flea Market 潘家园旧货市场	About 200 m 约 200 米	About 1 minute 约 1 分钟
Beijing Antique City 北京古玩城	About 200 m 约 200 米	About 1 minute 约 1 分钟
Tianya Antique 天雅古玩城	About 200 m 约 200 米	About 1 minute 约 1 分钟
Temple of Heaven 天坛	About 10 km 约 10 公里	About 13 minutes 约 13 分钟
Happy Valley 欢乐谷	About 5 km 约 5 公里	About 17 minutes 约 17 分钟

# Instructions for Presenters

## Onsite Registration

- 1) Please print your registration form before you come to the conference.
- 2) You can also register at any time during the conference.
- 3) Certificate of Participation can be collected at the registration counter.
- 4) Your paper ID will be required for the registration.
- 5) The organizer won't provide accommodation, and we suggest you make an early reservation.

## Oral Presentation

- 1) Devices Provided by the Conference Organizer:
- 2) Laptops (with MS-Office & Adobe Reader)
- 3) Projectors & Screens
- 4) Laser Sticks
- 5) **Materials Provided by the Presenters:**
- 6) Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)
- 7) **Duration of each Presentation (Tentatively):**
- 8) Regular Oral Presentation: 15 Minutes of Presentation, including Q&A
- 9) Keynote Speech: 40 Minutes of Presentation, including Q&A
- 10) Plenary Speech: 30 Minutes of Presentation, including Q&A

## Poster Presentation

- 1) **Materials Provided by the Conference Organizer:**
- 2) The place to put poster
- 3) **Materials Provided by the Presenters:**
- 4) Home-made Posters
- 5) Maximum poster size is A1
- 6) Load Capacity: Holds up to 0.5 kg

## Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and it will be awarded at the end of the session.

## Dress Code

Please wear formal clothes or national representative clothing.

## Important Note:

**The time slots assigned in the schedule are only tentative. Presenters are recommended to stay for the whole session in case of any absence.**



## Introductions for Keynote Speakers

### *Keynote Speaker I*

*Prof. Jin Wang*

*Valdosta State University, USA*



Jin Wang is a Professor of Operations Research in the Department of Mathematics at Valdosta State University, USA. He received his Ph.D. degree from the School of Industrial Engineering at Purdue University in 1994. His research interests include Operations Research, Stochastic Modeling and Optimization, Supply Chain Management, Monte Carlo Simulation, Computational Finance, Portfolio Management, and Applied Probability and Statistics. Currently, he is working on Big Data and Data Mining fields. He has more than 28 years collegiate teaching experience in the field of quantitative methods and statistics at Purdue University, Florida State University, Auburn University, and Valdosta State University. Dr. Wang has been active in professional research activities. He has authored articles for publication in referred journals and conference proceedings. He has been active in INFORMS, IIE, and the Winter Simulation Conference and invited to give presentations, organize and chair sessions at national meetings. He has participated as a principal investigator in several research projects funded by federal and industrial agencies, including the National Science Foundation, General Motors, and the National Science Foundation of P.R. China. He was invited as a panel member at the National Science Foundation Workshop. Dr. Wang also served as a consultant for financial firms. His analytical Monte Carlo method using a multivariate mixture of normal distributions to simulate market data has made a great impact in education and the finance industry. This algorithm was selected as a graduate-level research project topic for many schools, such as, Columbia University Management Department, Carnegie Mellon University Economics and Finance Department, Tilburg University in Holland, Technische Universitaet Munich in Germany, Imperial College in London. This method was also implemented in many financial companies, such as, Zurcher Kantonal Bank, IRQ, Zurich Switzerland, Klosbachstrasse, Zurcher, Switzerland, Norsk Regnesentral in Norway, Cutler Group, L.P., Altis Partners (Jersey) Limited, Windham Capital Management, LLC.

***Speech Title: Data Science for Business: Present and Future***

***Abstract:*** This talk will focus on Data Science for Business - the current development and future trends. Examples in manufacturing, marketing, finance, healthcare, and education will be discussed. Detailed implementation skills will be briefly touched.

## *Keynote Speaker II*



*Prof. Quanlin Li*

*Beijing University of Technology, China*

Quan-Lin Li is a Full Professor in School of Economics and Management, Beijing University of Technology, China. He received the Ph.D. degree in Institute of Applied Mathematics, Chinese Academy of Sciences, Beijing, China in 1998. His main research interests concern with Markov Processes, Queueing Theory, Stochastic Models, Matrix-Analytic Methods, Manufacturing Systems, Computer Networks, Network Security, Healthcare Systems, Inventory Control, and Supply Chain Management.

Dr. Li has published a book: Constructive Computation in Stochastic Models with Applications: The RG-Factorizations, Springer, 2010; and over 60 research papers in a variety of international journals, such as, Advances in Applied Probability, Queueing Systems, Stochastic Models, European Journal of Operational Research, Computer Networks, Performance Evaluation, Discrete Event Dynamic Systems, Computers & Operations Research, Annals of Operations Research, International Journal of Production Economics, International Journal of Production Research, and Computers & Mathematics with Applications. He has been in International Program Committees in the conferences of several different areas, such as, queueing systems, stochastic models, computer networks, and blockchain. Also, he has been a vice president of Reliability Society in Operations Research Society of China since 2005.

### **Speech Title: A Complete Algebraic Solution for Optimal Dynamic Policy in Inventory Rationing across Multiple Demand Classes**

**Abstract:** In this paper, we apply the sensitivity-based optimization (and Markov decision processes (MDPs)) to discuss optimal dynamic rationing policy of an inventory system with two priority demand classes, in which the demands of class 1 have a higher priority than that of class 2, so that the demands of Class 1 can always be satisfied in any non-zero inventory; while the demands of Class 2 may be either satisfied or refused based on the current inventory level. Our aim is to design a class of dynamic rationing policies to control the product supply to the demands of Class 2, and further to find the optimal dynamic rationing policy. To this end, we first establish a policy-based birth-death process and set up a reward (or cost) function with respect to both states and policies. Then we use the RG-factorization to provide the unique solution of a policy-based Poisson equation, which, together with a performance difference equation, characterizes the monotonicity and optimality of the long-run average profit of the rationing inventory system under three different areas of the penalty cost per unit of time. Furthermore, we analyze a threshold-type dynamic policy in the rationing inventory system, and set up a useful relation between the optimal threshold-type dynamic policy and the optimal dynamic rationing policy. Finally, we use some numerical experiments to verify our theoretic results and computational validity. We hope that the methodology and results developed in this paper can shed light to the study of practically rationing inventory systems, and will open a series of potentially promising research on inventory rationing across multiple demand classes.

### *Keynote Speaker III*

*Prof. Andrew Lepone*

*Macquarie University, Australia*



Prof. Andrew Lepone has a Ph.D. from the University of Sydney and First Class Honours from the University of Wollongong. He is currently Professor of Finance at Macquarie University. He is actively involved in equity and futures market microstructure research, particularly related to the areas of market design and market quality, for which he has won significant government grants. He has published numerous articles in leading internationally refereed journals, including the Journal of Banking and Finance, Journal of Financial Markets and the Journal of Empirical Finance. Andrew is actively involved in supervising PhD students – he has successfully supervised 15 students to completion, and is currently supervising a further 10 PhD students.

Andrew leads the Industrial PhD Program at the RoZetta Institute. He manages all matters associated with the interaction between the CMCRC and its university and industry partners, including Nasdaq, Deutsche Bank and the Financial Conduct Authority. His portfolio includes implementation and management of agreements with all partners, provision and audit of cash and in-kind resources from external partners, selection and industry placement of PhD students, administration of policy and procedures governing the interaction between PhD students and staff on-site at industry partner offices, and communication of research findings to all partners.

#### ***Speech Title: Industry Powered Academic Research Case Study-Trading Behaviour around Information Leakage on Analyst Recommendations***

***Abstract:*** This paper examines the extent of information leakage (i.e. ‘tipping’) on analyst recommendations, the propensity to act on ‘tips’ received under different circumstances and its profitability using a proprietary data set containing broker IDs. Results show that irrespective of market conditions, recipients react predominately to ‘tips’ on downgrade recommendations. Cross-sectional analysis indicates that leaks on smaller and mid-capitalization stocks exhibit higher abnormal trading volume and greater profitability. This study also demonstrates that when negative returns precede the public release of downgrade reports, recipients are less likely to act. Further analysis using unique Data Explorer data provides evidence that recipients act on ‘tips’ selectively by shorting the stocks. There were no signs of institutional exodus around analyst releases, suggesting that these investors do not react to short-term price fluctuations.

## *Keynote Speaker IV*



*Prof. Wen Zhang*

*Beijing University of Technology, China*

Wen Zhang received his Master degree in decision support systems from Academy of Mathematics and Systems Science, Chinese Academy of Sciences in 2006 and PhD degree in knowledge science from the Japan Advanced Institute of Science and Technology in 2009. He is currently a full Professor in the Center for Big Data Sciences, Beijing University of Chemical Technology, China. He is the author of more than 50 publications including Information Sciences, Information Processing and Management, Knowledge and Information Systems. He is a full Professor at the School of Business Management affiliated with Beijing University of Technology. His recent research interests include big data analytics, recommendation systems, information systems, data mining and social network analysis.

***Speech Title: Feature Weighted Confidence to Incorporate Prior Knowledge with Support Vector Machines for Text Classification***

***Abstract:*** In this talk, we will propose an approach called FWC-SVM (Feature Weighted Confidence with Support Vector Machine) to incorporate prior knowledge into SVM with sample confidence. First, we use prior features to express prior knowledge. Second, FWC-SVM is biased to assign larger weights for prior weights in the slope vector than weights corresponding to non-prior features. Third, FWC-SVM employs an adaptive paradigm to update sample confidence and feature weights iteratively. We conduct extensive experiments to compare FWC-SVM with the state of the art methods including standard SVM, WSVM, and WMSVM on an English dataset as Reuters-21578 text collection and a Chinese dataset as TanCorpV1.0 text collection. Experimental results demonstrate that in case of non-noisy data, FWC-SVM outperforms other methods when the retaining level is not larger than 0.8. In case of noisy data, FWC-SVM can produce better performance than WSVM on Reuters-21578 dataset when the retaining level is larger than 0.4 and on TanCorpV1.0 dataset when the retaining level is larger than 0.5. We also discuss the strength and weakness of the proposed FWC-SVM approach.

## Introductions for Plenary Speakers

### *Plenary Speaker I*



***Prof. Qiwei Xie***

***Beijing University of Technology, China***

In the ten years before entering higher education, Professor Xie was mainly engaged in data mining and artificial intelligence. His research areas in the years of university work include data mining, time series analysis, optimization, and statistical analysis. He has extensive experience in data processing. The improved empirical mode decomposition (EMD) algorithm proposed for its application in power data analysis is widely recognized. In addition, he proposed a way to improve the discriminative power of data envelopment analysis (DEA) without losing any variable information or any additional preferential information. This method was validated on the actual dataset of Chinese universities. Now, his faculty duties include mathematics theory courses and statistical software courses. He is currently studying the application of data envelopment analysis in economics and management.

***Speech Title: Carbon Emissions Allocation Based on Satisfaction Perspective and Data Envelopment Analysis***

***Abstract:*** In accordance with the commitment of China to reducing emissions consistent with the Kyoto Protocol, the total carbon emissions of the nation mandatorily require fair allocation to all of the provinces in order to properly handle the relationship between development and emissions reduction. The current paper carries out an evaluation of the status of carbon emissions in China for the year 2012. Considering the viewpoint of Max-min satisfaction, the data envelopment analysis (DEA) is applied for the achievement of a fixed cost allocation. Through the comparison of the allocated amount of carbon emissions with the actual carbon emissions, we perform an analysis and evaluation of the use of carbon emission rights in all provinces. Two of the key findings are presented as follows: The utilization rate of carbon emission in eastern China is termed as the lowest, followed by the utilization in central China. However, the utilization rate of carbon emission in the western region is considered as the best. On the basis of our analysis, guidelines are put forward for a production plan that incorporates energy saving as well as emission reduction.

*Plenary Speaker II*



*Assoc. Prof. Shuo Xu,  
Beijing University of Technology, China*

Dr. Shuo Xu is the Associate Professor in the Management Science and Engineering of College of Economics and Management at Beijing University of Technology. He received Ph.D. degree from Agricultural University of China in 2008. His research interests include scientific fronts detection, technology foresight, knowledge management, data mining and big data. He has published over 30 academic journal and conference papers based in recent 5 years, including Journal of the Association for Information Science and Technology, Scientometrics, Journal of Information, and Journal of Biomedical Informatics. Professor Xu worked on several research project, such as Natural Science Foundation of P.R. China, Key Technologies R&D Program of Chinese 12th Five-Year Plan (2011-2015), Social Science Foundation of Beijing Municipality and so on.

***Speech Title: Emerging Research Topic Detection with Multiple Machine Learning Models***

***Abstract:*** Emerging research topic detection can benefit the research foundations and policy-makers. With the long-term and recent interest in detecting emerging research topics, various approaches are proposed in the literature. Though, there is still a lack of well-established linkages between the clear conceptual definition of emerging research topics and the proposed indicators for operationalization. This report first review the emerging research topics with key-route main path analysis, and then follows the definition by Wang (2018), and several machine learning models are together used to detect and foresight the emerging research topics. Finally, experimental results on *gene editing* dataset discover three emerging research topics, which make clear that it is feasible to identify emerging research topics with our framework.





# Conference Agenda

## July 15, 2019


(Note: July 15, 2019 is only for onsite Registration, but on July 16, 2019, the registration is also open outside the conference room, all the conference rooms are on 4<sup>th</sup> floor.)

Lobby	10:00-17:00	Registration & Conference Materials Collection
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## July 16, 2019 (Morning)

9:00-9:10 Venue: 4-1		<b>Opening Remark</b> <b>Prof. Zhang Yongan</b>  Beijing University of Technology, China
<b>Keynote Speeches</b>	<b>Keynote Speeches</b> <b>Host: Prof. Wang Wanqiu</b>	
09:10-9:50 Venue: 4-1		<b>Prof. Jin Wang</b> Valdosta State University, USA  <b>Speech Title:</b> Data Science for Business: Present and Future
9:50-10:30 Venue: 4-1		<b>Prof. Quanlin Li</b> Beijing University of Technology, China  <b>Speech Title:</b> A Complete Algebraic Solution for Optimal Dynamic Policy in Inventory Rationing across Multiple Demand Classes
10:30-10:50	<b>Coffee Break &amp; Group Photo</b>	
10:50-11:30 Venue: 4-1		<b>Prof. Andrew Lepone</b> Macquarie University, Australia  <b>Speech Title:</b> Industry Powered Academic Research Case Study-Trading Behaviour around Information Leakage on Analyst Recommendations




<b>11:30-12:10</b>  <b>Venue: 4-1</b>		<p align="center"><b>Prof. Wen Zhang</b> Beijing University of Technology, China</p> <p><b>Speech Title:</b> Feature Weighted Confidence to Incorporate Prior Knowledge with Support Vector Machines for Text Classification</p>
<b>12:10-13:30</b>	<b>Lunch (Golden Beach Restaurant)</b>	

## July 16, 2019 (Afternoon)

<b>Plenary Speeches</b> <b>Time: 13:30-14:00</b>		
<b>13:30-14:00</b>  <b>Venue: 4-1</b>		<p align="center"><b>Prof. Qiwei Xie</b> Beijing University of Technology, China</p> <p><b>Speech Title:</b> Carbon Emissions Allocation Based on Satisfaction Perspective and Data Envelopment Analysis</p>
<b>Authors' Presentations</b> <b>Time: 14:00-19:00</b>		
<b>14:00-16:30</b>  <b>Venue: 4-1</b>	<b>Session I</b> <b>Chair: Prof. Robert Kuceba</b> <b>Theme: Econometrics and Statistics</b>	
<b>13:30-16:30</b>  <b>Venue: 4-2</b>	<b>Session II</b> <b>Chair: Prof. Andrew Lepone</b> <b>Theme: Marketing Management and Research</b>	
<b>13:30-16:30</b>  <b>Venue: 4-4</b>	<b>Session III</b> <b>Chair: Prof. Wang Jin</b> <b>Theme: International Economy and Financial Economy</b>	
<b>16:00-17:00</b>	<b>Coffee Break</b>	



<b>Plenary Speeches</b> <b>Time: 16:40-17:10</b>		
<b>16:40-17:10</b>  <b>Venue: 4-4</b>		<p align="center"> <b>Assoc. Prof. Shuo Xu</b>                      Beijing University of Technology, China                 </p> <p> <b>Speech Title:</b> Emerging Research Topic Detection with Multiple Machine Learning Models                 </p>
<b>16:40-18:40</b>  <b>Venue: 4-1</b>	<p align="center"> <b>Session IV</b>  <b>Chair: Prof. Arnold Pabian</b>   <b>Theme: E-government and E-commerce</b> </p>	
<b>16:40-18:55</b>  <b>Venue: 4-2</b>	<p align="center"> <b>Session V</b>  <b>Chair: Prof. Felicjan Bylok</b>   <b>Theme: Enterprise Economy and Management</b> </p>	
<b>17:10-18:40</b>  <b>Venue: 4-4</b>	<p align="center"> <b>Session VI</b>  <b>Chair: Assoc. Prof. Shuo Xu</b>   <b>Theme: Supply Chain and Information Technology Management</b> </p>	
<b>19:00</b>	<p align="center"><b>Dinner</b></p>	

# Authors' Presentations

## Session I

**Theme: Econometrics and Statistics**

**Time: 13:30-16:30**

**Venue: Room 4-1**

**Session Chair: Prof. Robert Kuceba**

*Czestochowa University of Technology, Poland*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>14:00-14:15</b> <b>UJ0020-A</b></p>	<p>Economic Determinants and Consequences of Direct Method Cash Flows Disclosure Liming Guan, David Yang and <b>Lijuan Zhao</b> California State University, Los Angeles, USA</p> <p><b>Abstract</b>—This study investigates how firms make decisions about whether using direct method or indirect method to prepare the statement of cash flows. In order to answer this question, this study explores the economic determinants and consequences if firms adopt the direct method instead of the indirect method. This study finds that firms choosing direct method tend to be (1) in high-tech industries, (2) in low competitive industries, (3) with higher leverage ratio and (4) higher earnings quality. This study further explores the possible consequences if firms select the direct method. The results indicate that analysts' cash flow forecasts are more accurate for firms employing direct method than for those using indirect method to present the statement of cash flows. Finally, this study shows that firms with the direct method cash flow disclosure will have lower cost of debt in comparison to those choosing indirect method. This study provides comprehensive empirical evidence about the determinants and consequences of firms' decisions of using direct method rather than indirect method to present the statement of cash flows.</p>
<p><b>14:15-14:30</b> <b>UJ2008</b></p>	<p>A comparative study between carbon tax and carbon trading scheme based on DSGE Lixiang Zhao and <b>Chuxiao Yang</b> Beijing University of Technology, China</p> <p><b>Abstract</b>—We employ an extended dynamic stochastic general equilibrium (DSGE) model with Chinese macroeconomic data to evaluate suitable carbon mitigation policies in China. The results show that the carbon tax has a greater economic impact with shorter duration, which is suitable for rigorous reduction target. The carbon trading scheme has a relatively small impact on the economy and is more suitable for long-term emission reduction demand. Energy consumption structural adjustment promotes carbon emission reduction and technological shock dominates economic fluctuation when the economy faces multiple different exogenous shocks.</p>
<p><b>14:30-14:45</b> <b>UJ0009-A</b></p>	<p>Human Capital Investment and Economic Growth: An Analysis of the Singapore Economy <b>Tan Khay Boon</b> Singapore Institute of Management, Singapore</p> <p><b>Abstract</b>—Traditionally, physical capital is considered as the only or most important determinant in economic growth. More recent studies have considered the importance of human capital in economic growth, besides physical capital and technological improvement. This paper analyses the relationship between human capital development and economic growth in Singapore, a relatively successful economy in terms of</p>

	<p>economic growth. This study uses a neoclassical growth model as the theoretical justification to link up human capital investment with economic growth. It deploys two indicators, tertiary student enrollment and private consumption expenditure on education, as the human capital indicators and the real GDP per capita as the growth indicator. Granger causality tests on a bivariate Error Correction Model framework are used to determine the causal relationship between human capital investment and economic growth. The results show that both tertiary student enrollment and private consumption expenditure on education are positive and significant in explaining the real GDP per capita of Singapore. The direction of causality is established to be from the human capital investment indicator to the economic growth but not vice versa and the causality occurs mainly in long run. This paper highlights the importance of human capital investment in promoting economic growth in the long run, especially for an economy like Singapore which has no other resources.</p>
<p><b>14:45-15:00</b> <b>UJ2047</b></p>	<p>GRP Econometric Models for Regions of Ukraine Maryna Demianchuk, Natalia Maslii and <b>Valerij Skribans</b> Riga Technical University, Latvia</p> <p><b>Abstract</b>—Gross Regional Product (GRP) is the most generalized macroeconomic indicator of GDP for a whole state and for regions. In order to understand the peculiarities of the relationship between GRP per person and such indicators as the balance of exports and imports of goods and services of the region, average monthly salary, the volume of educational and medical subventions, it is necessary to analyse their volumes in the dynamics of the economic regions of Ukraine, which will allow to see the dependence between the indicators. The purpose of the study is to build econometric models of the dependence of the gross regional product on the main socio-economic indicators of the economic region of the country on the example of Ukraine. Having conducted correlation studies for each economic region of Ukraine, it can be concluded that GRP is influenced by all regressors, i.e. the balance of exports and imports of goods and services, the average monthly salary and the volume of educational and medical subventions are correlated with GRP, which indicates an indirect influence, rather than an individual influence.</p>
<p><b>15:00-15:15</b> <b>UJ2058</b></p>	<p>A Mixture Approach with Some Bayesian Models: Application to Determining Effective Variables of Fiscal and Monetary Policy on Economic Growth <b>Asemeh Gholamrezapour Amiri</b>, Zong Gang and Alireza Mazinani Beijing University of Technology, China</p> <p><b>Abstract</b>—In this paper, we estimated affecting and important variables of fiscal and monetary policy on economic growth with comparing 3 models (BMA), (DMA) and (DMS) base on accuracy review of estimate model (MSFA), (MAFA). We have understood (BMA) model is an optimal model due to lower prediction error indicators that have shown in table [1]. So we identified the most important and affecting variables on economic growth with considering 62 indicators base on empirical data for determining affecting variables on economic growth, that with using BMA model,. By doing the calculations and investigating the effect of 62 factors that have been effective in empirical studies on economic growth, it has been determined that the effect of 11 variables will be meaningful and these variables have always retained their effect, and in the presence of other variables, they have retained their effect. These variables are determined according to the posterior probability (i.e., the highest importance in explaining the economic growth and in other words the most likely to be present in the model). Capital Investment(K), Employment(L), Liquidity(M), Interest Rate(R), Inflation Rate(P), Government Expenditure(G), Balance of Payments(BP), Taxes(T), Oil Revenues(Troil), Gini Coefficient (Gni) and Saving Rate (S) are the affecting and</p>

	important variables of fiscal and monetary policy on economic growth.
15:15-15:30 UJ2079	<p>Study on Spatial Econometrics of Environmental Governance Efficiency of Provincial Fiscal Policy in China  <b>Zhu Xiaohui</b> and Binglin Li  Chongqing University of Science &amp; Technology, China</p> <p><b>Abstract</b>—This paper first measures the environmental governance efficiency of provincial fiscal policy in China during 2007-2014 by using minimum distance algorithm which is the strongest frontier, the advantage of this method is that the change of inputs or outputs is minimum after the efficiency reaching the production frontier, then analyzes the regional differences and spatial correlation of environmental governance efficiency, finally establishes spatial panel model to analyze environmental decentralization and public participation's impact on environmental governance efficiency. The results show that the provincial environmental governance efficiency has significant spatial correlation, environmental decentralization and environmental governance efficiency of the sample period showed a negative relationship, the continuous expansion of the decentralization of environment in neighboring areas will restrain the improvement of environmental governance efficiency in the surrounding areas. Public participation and environmental governance efficiency are significantly positively correlated. The improvement of public participation in the neighborhood is helpful to improve the environmental governance efficiency in the surrounding areas. Therefore we should reasonably control the local government decentralization, change the local government performance evaluation of the "only GDP", improve the local government environmental responsibility mechanism, actively guide the public participation, and promote overall improvement of the local environmental governance efficiency.</p>
15:30-15:45 UJ0022	<p>Review of Business Model Innovation  Yongan Zhang and <b>Tianyue Zhang</b>  Beijing University of Technology , China</p> <p><b>Abstract</b>—As an important guarantee for the development of enterprises, business model innovation has always been concerned by scholars. By sorting out the existing relevant literature, this paper summarizes the research literature on business model from three aspects: innovation motivation, innovation path and innovation resistance .The purpose of this paper finds out the blank points of the research, and puts forward suggestions for future research directions.</p>
15:45-16:00 UJ2007	<p>Research on the effect of skill mismatch on skill development and job satisfaction among graduates  <b>Xi Song</b>, Xin Huang and Kaishan Huang  Shenzhen University, China</p> <p><b>Abstract</b>—Contemporarily, studies on graduate employment have shifted focus from over/below qualifications to skill mismatch in the employment. Skill mismatch takes many forms such as below/above the job required level and mismatched job domains. Past researches mainly examine the effect of skill mismatch at industrial and organizational level with limited focus on individual perceptions on their skill matching level and skill utilization and put more attention to cross-sectional labor rather than graduate employees. Therefore, to fill the research gap, this paper adopted quantitative research method via online-questionnaire to investigate to what extent graduate skills are utilized in their employment among recent business graduates and the effect on their skill development (SD) and job satisfaction (JS). The result shows that key skills (KS) are most influential to SD and JS, in which Literacy and Teamwork ability are</p>

	positively related to SD while Leadership skill is positively related to JS.
16:00-16:15 UJ2061	<p>The relationship study between government decentralization, informal economy and carbon emissions  <b>Rong Zhao</b> and Lixiang Zhao  Beijing Jiaotong University, China</p> <p><b>Abstract</b>—Based on the extended STIRPAT model, this paper focuses on the effects on the carbon emissions of government decentralization, the informal economy and the interactions in 2007-2017, using static fixed-effects model and dynamic system GMM, and threshold regression methods. The decentralization of the government is discussed from the two dimensions of fiscal decentralization and marketization decentralization. The study finds that there is a threshold effect of fiscal decentralization and marketization decentralization, which have a negative impact on carbon emissions. The informal economic scale and the coefficient of interaction are further indicating that China's carbon emissions are indirectly increased due to the expansion of the informal economy. There is a positive correlation between per capita GDP, technological progress, energy intensity factors and carbon emission levels. Service industry agglomeration and environmental regulation have weak carbon emission reduction effects. Foreign direct investment appears as a carbon emission reduction effect in the static model, while it promotes the effect in the long-term dynamic situation. In the regional study, the impact of fiscal decentralization on carbon emissions is quite different. In the static situation of the eastern and central regions and the dynamic situation in the west, it shows a significant carbon increase effect. The impact of marketization on carbon emissions is greater in the central region than in the east and west. Specific to the industry type of the informal economy, transportation, catering and accommodation, residential services and financial leasing have certain carbon emission reduction effects under dynamic conditions. Therefore, in the process of supervising the informal economy, the government should Industries with a high proportion of non-self-employment and significant carbon increase and discharge effects are the focus of attention.</p>
16:15-16:30 UJ1005-A	<p>Examine the Impact of Tax Cuts and Jobs Act of 2017 on Deferred Tax Accounts in U.S. Corporations  <b>Lei Wen</b>  Emporia State University, USA</p> <p><b>Abstract</b>—The Tax Cuts and Jobs Act of 2017 (TCJA) is the most important and complicated U.S. tax law in past three decades. Some research has been conducted to investigate the impact of the TCJA in a variety of areas. This study examines the impact of the TCJA on deferred tax accounts in U.S. corporations. Because U.S. GAAP (generally accepted accounting principles) and tax regulations and codes made by Internal Revenue Service (IRS) differ in a number of ways, income tax expense for financial accounting purpose is different from income tax payable for tax accounting purpose. Because of the changes of U.S. corporate tax rates, U.S. corporations with a large amount of deferred tax liability or deferred tax asset would have a relatively smaller balance since the fourth quarter of 2017. Consistent with the conclusions in Nelson (2018), this study supports that U.S. corporations with a large amount of deferred tax balance would have to reduce the carrying value of their deferred tax account balances in the fourth quarter of 2017. If all other factors, line items and variables on the balance sheet of U.S. corporations remain the same, the Tax Cuts and Jobs Act of 2017 would have a negative relationship on the size of balance sheet of U.S. corporations because of the shrinking deferred tax account balances.</p>
16:00-17:00	Coffee Break

**Session II**  
**Topic: Marketing Management and Research**  
**Time: 13:30-16:30**  
**Venue: Room 4-2**

**Session Chair: Prof. Andrew Lepone**  
*Macquarie University, Australia*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<b>13:30-13:45</b> <b>UJ2087</b>	<p><b>Building Competitive Advantage through Innovation and Customer Value to Foster Purchase Intention</b>  <b>Yasri</b>, Erni Masdupi, Muthia Roza Linda, Rahmiati Rahmiati and Erly Mulyani  Universitas Negeri Padang, Indonesia</p> <p><b>Abstract</b>—The purpose of this study was to analyze purchase intention through competitive advantage with innovation and customer value as the causes. The population of this study was consumers of SME's-produced cake products in West Sumatera, Indonesia. The sample size consisted of 160 people. The sample was drawn by cluster random sampling. The data were collected by means of questionnaire of which validity and reliability had been tested. The data were analyzed using PLS Smart 3.0. The results of this study showed that cake innovation and customer value had a significant effect on competitive advantage of cake. Innovation did not directly affect consumers' desire to buy jicama cake. However, cake innovation had an indirect influence on the desire to buy cake. Meanwhile, customer value and competitive advantage had a significant influence on the desire to buy cake. Customer value also had an indirect influence on consumers' desire to buy cake in Indonesia.</p>
<b>13:45-14:00</b> <b>UJ2014</b>	<p><b>The Diversified Insurance Marketing Channels Driven Development of Consumer Behaviour</b>  Sheng-Feng Shih, Chao-Ying Li and <b>Meng-Chen Lin</b>  Hubei University of Economics, China</p> <p><b>Abstract</b>—Under the trend of fully advocating "consumer demand", this study intends to understand the current situation of consumers' perceptions and satisfactions of the multi-channels constructed by insurance companies, and then to understand the experience and cognition of consumers using channels. Seeking advice from the customer side, thereby reducing the gap between buyers and sellers for service quality and satisfaction. Therefore, this study first uses the independence test to test whether the demographic variables are related to the consumer's choice of pathway type, and then use the independence test to test the measure in each satisfaction facet. Whether there is a relationship between satisfactions. The results of the study show that the channel utilization rate of direct sales units is as high as 75%, which is still the mainstream of sales channels; the consumer groups are mainly concentrated in "married", "36-45 years old" and "46-55 years old". "The age of 55 or above", "low education level", "the number of 1-2 sheets of insurance policy" is the highest; in addition, the utilization rate of insurance generation channels is 17%, ranking second, and the consumer group is characterized by: The number of young people, high education level, and policy sheets is more than 4, while the bank access rate ranks third. In addition, consumers' perceptions and usage rates of emerging pathways are very low, and they do not meet the expected results of the industry. Consumers' consideration of the choice of channels is "completed after-sales service" and "complete planning for different needs". "Professional knowledge provision" is the mainstay, and up to 60% of the people are dissatisfied with the level of service provided by the direct sales unit clerk, but in the insurance generation, more than half of the people agree Satisfaction with the quality of the services provided by this pathway.</p>

<p><b>14:00-14:15</b> <b>UJ2083</b></p>	<p>Exploring the Antecedents of Conspicuous Consumption and Posting Behavior of Conspicuous Consumption on Instagram Hsiu-Hua Cheng and <b>Tzu-Jui Fu</b> Chaoyang University of Technology, Taiwan</p> <p><b>Abstract</b>—The luxury market has become one of the fastest-growing industries in the world. Users can easily show off their purchases on social media platforms. According to social comparison theory, conspicuous consumption posts on social media platforms may conduct users to experience envy. Studies on envy have indicated that people may engage in conspicuous consumption and make conspicuous consumption-related posts to avoid unpleasant emotions. For sellers of conspicuous goods, understanding the antecedents of conspicuous consumption and posting behavior of conspicuous consumption may be conducive to the formulation of marketing strategies and the increase in revenue. Therefore, this study investigates the impacts of posts of conspicuous material consumption and posts of conspicuous experiential consumption on conspicuous consumption and posting behavior of conspicuous consumption via envy. The research results can extend existing theories and help businesses to gain competitive advantage.</p>
<p><b>14:15-14:30</b> <b>UJ2074</b></p>	<p>Building Entrepreneurial University for Enhancing Digital Era: Case from Indonesia <b>Eko Sakapurnama</b>, Martani Huseini and Pantius D Soeling Administrative Universitas, Indonesia</p> <p><b>Abstract</b>—The trend of knowledge-based economy gives awareness that university governance must transform from research university to entrepreneurial university. This study aims to analyze how ITB as one of the PTNBH in Indonesia has a strategic plan to become an entrepreneurial university (EU). The Entrepreneurial University defines as a university that uses natural incubators that provide a support structure for lecturers and students to start new, intellectual and commercial ventures. The method of this research is qualitative approach through in-depth interview and study literature of secondary data. The results of this study indicate that the ITB chancellor's commitment and vision are crucial to building an entrepreneurial culture or atmosphere within the framework of the university's tridarma. In addition, the challenges that arise are at the macro level, where government regulations related to PTNBH are policies that must be adapted to the needs of ITB towards the EU.</p>
<p><b>14:30-14:45</b> <b>UJ3013</b></p>	<p>Analysis of College Students' Tourism Behavior based on Gender Difference <b>Yang Jiaxin</b> China Women's University, China</p> <p><b>Abstract</b>—With the increasing number of college students, traveling has become one of the main approaches for college students to relieve learning pressure, know the society and increase their knowledge. In order to understand the different characteristics of college students' tourism behaviors in Chaoyang district and deeply study the influencing factors of college students' tourism consumption behavior, this paper sets up an index system from four aspects: individual psychological factors, realistic factors, social factors and environmental factors, and analyzes the relationship between the factors by using the explanatory structure model. Establishment of three-layer hierarchical ISM, results show that; The most direct factors affecting college students' tourism consumption are per capita consumption and tourism Satisfaction. Tourism satisfaction is more dependent on realistic factors, with strong individual differences. According to the way of precise marketing for college students, this paper puts forward some suggestions on how to further develop the tourism market for college students.</p>

<p><b>14:45-15:00</b> <b>UJ0003-A</b></p>	<p>The Boundary Heuristic: Visual Design and Consumer Decision Making <b>Na Wen</b> California State University, Northridge, USA</p> <p><b>Abstract</b>—Many marketers use seemingly innocuous visual design elements—such as lines between choice alternatives or attributes—when presenting information to consumers. The authors argue that, although they may be aesthetically pleasing, visual design elements are likely to invoke a “boundary heuristic” that systematically affects consumer information acquisition and decision outcomes. Study 1 finds that changes in visual design elements lead to preference reversals similar to those found under joint versus separate evaluation. Consistent with the idea that visual elements can invoke heuristic behavior, Study 2 shows that visual elements between alternatives (attributes) leads to more by-alternative (by-attribute) processing, increases (decreases) decision effort, and enhances (hurts) decision quality to a greater extent under time pressure. These results suggest that the effects of visual elements on decision making are stronger when cognitive resources are limited. This work advances understanding of how simple environmental cues affect consumer behavior, with implications for retail strategy.</p>
<p><b>15:00-15:15</b> <b>UJ0010</b></p>	<p>The Impact of Psychological Distance and Emotional Appeal on the Effectiveness of Social Marketing Messages <b>Jie Sun</b> Siena College, USA</p> <p><b>Abstract</b>—This research provides significant theoretical and managerial implications. First, although the close relevance of psychological distance to social marketing has been well established in both social psychology and consumer behavior, there has been very limited empirical research in the context of social marketing. This research fills in an important research gap by investigating the relationship between psychological distance and construal level theory in the context of social marketing message development. Secondly, this research investigates the effectiveness of emotional appeal in social marketing message design. More specific, the usage of positive appeal is proposed to work as an effective alternative to traditionally-used negative appeal. Organizations spend millions of dollar and employ thousands of people to develop social marketing messages in different formats. However, it is not known whether these different messages frames are equally persuasive, and a lot of organizations’ resources are being wasted, or not efficiently utilized. This research provides guidelines for the development of effective social marketing messages.</p>
<p><b>15:15-15:30</b> <b>UJ0019-A</b></p>	<p>The Effect of Family Firm on Brand Value Creation Yan Hu, Jeanny Liu and <b>Qunfeng Liao</b> Oakland University, USA</p> <p><b>Abstract</b>—In this paper, we use Interbrand’s global brand values for American nonfinancial firms published between 2001 and 2014 to examine the effect of family and family-named firms on creating brand value. We find that family and family-named firms underperform others in brand value creation. However, the results have shown that firms with the founder as CEO or as the chairman of the board outperform others in creating brand value.</p>
<p><b>15:30-15:45</b> <b>UJ3015-A</b></p>	<p>How Could Collaborative Consumption Principles Facilitate Consumer Transformation? <b>Saeed Shobeiri</b> University of Sherbrooke, Canada</p> <p><b>Abstract</b>—Collaborative consumption or sharing economy has turned into a popular trend during the last few years. This research explores potential motivations of individuals for</p>



	<p>practicing collaborative consumption, and argues that such behavior helps clients feel transformed and improved. Accordingly, the paper suggests that developing shared consumer experiences would be an effective method in facilitating consumer transformation. A series of principles that are widely used in designing collaborative products and services are identified and presented in a conceptual framework. The paper then explores the possibility of applying those principles to the design of ordinary products and services in order to increase their transformational power. Theoretical and managerial contributions are discussed.</p>
<p><b>15:45-16:00</b> <b>UJ2077</b></p>	<p>Application of Joinpoint Regression in Demand Forecasting on the Example of Bakeries <b>Anna Borucka</b> Military University of Technology, Poland</p> <p><b>Abstract</b>—Demand forecasting plays a particular role in the process of achieving competitive advantage and increasing product sales. It allows not only to determine the level of interest in offered goods, but also to adjust its potential and resources to market expectations. The subject of this article is a family business – a bakery that offers high quality traditional bread. At some point sales began to decline in this successful company as a result of a large supermarket having been opened in the area.. Dynamically changing situation required a quick reaction based on appropriate analyses, taking into account the important factors influencing demand and proposing new forecasts. Due to the specificity of the time series under study, it was decided to apply joinpoint regression. This method enabled to define the existing dependencies and obtain reliable forecasts of product sales. The main objective of this article is twofold: presenting the method and possibilities of applying the joinpoint regression model in the demand analysis and indicating the potential benefits for the company resulting from such analyses.</p>
<p><b>16:00-16:15</b> <b>UJ2055</b></p>	<p>The moderating effect of over-service on customer value: the case of the restaurant industry in Taiwan Shuo-Chang Tsai Tsai, <b>Yuan-Jun Chen</b> and Jin-Hsiang Wang Asia University, Taiwan / Taiwan Agricultural Research Institute, Taiwan</p> <p><b>Abstract</b>—Today's marketing concept has combined the "relationship marketing-oriented" view of maintaining long-term relationships with customers. Many companies introduce the "Customer Relationship Management" (CRM) system, which enables companies to accurately target customers and improve customer satisfaction and loyalty. In other words, meeting the needs of the consumer market and pleasing consumers has become the mainstream thinking of marketing. The practice of pleasing customers is becoming popular. In addition to increasing the extra cost of the company, does the company have to solve the real problem of customers? In particular, recent studies have pointed out that after providing services to consumers to a certain extent, the provision of more services may result in no significant increase in satisfaction, but rather negative emotions in consumers, resulting in "over-service" phenomena. In the past, research has rarely explored the negative effects of over-service and the main reasons for the negative impact. This is the main research purpose of this study. This research is based on the service of Wowprime Group's restaurant chain business. Construct a "customer service industry loyalty model", including customer cognitive value, loyalty, and satisfaction. Over-service is used as an interference effect to clarify the correlation analysis between over-service and satisfaction. After verification by structural equations, the research shows that emotional value, social value, price value and quality value have a positive impact on satisfaction. Over-service has interference effects on emotional value, price value and quality value, especially on emotional value, indicating that over-service in the process of customer's meal does affect customer satisfaction and loyalty. However, over-service has no disruptive effect on social value and satisfaction.</p>

<p><b>16:15-16:30</b> <b>UJ2019</b></p>	<p>Improving Purchase Forecast for Cosmetics by Modelling Customer Purchase Behavior <b>Yeajou Shiau</b> Zhao Qing University, China</p> <p><b>Abstract</b>—The traditional inventory forecasting method cannot accurately predict the demand of Taiwan's cosmetics consumer market, because Taiwan's cosmetics market has too many imported items, seasons discount, festival discount promotions, product combination promotions, and other sales variables. As a result, the company often send cosmetic products by air in the European region due to insufficient stock.</p> <p>This study analyzes the sales data of a Taiwan's cosmetic company through the sequence analysis algorithm, constructs the customer purchase behavior pattern, assists the company to adjust the inventory forecasting method of items, and reduces the transportation cost by means of sea import.</p> <p>The main purpose of this study is divided into the following two points.</p> <p>Use sequence analysis algorithm to construct the customer consumption behavior pattern and to establish a forecasting model.</p> <p>According to the study results, help the company to understand the sequence characteristics of consumers in purchasing items, and help the company to predict the number of items purchased in a more precise way.</p>
<p><b>16:00-17:00</b></p>	<p><b>Coffee Break</b></p>

### Session III

**Topic: International Economy and Financial Economy**

**Time: 13:30-16:30**

**Venue: Room 4-4**

**Session Chair: Prof. Andrew Lepone**

*Macquarie University, Australia*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>13:30-13:45</b> <b>UJ2037</b></p>	<p>Consumer trust online as a determinant of e-commerce development: a case of Poland <b>Felicjan Bylok</b>, Arnold Pabian, Robert Kuceba and Marcin Zawada Czestochowa University of Technology Management Faculty, Poland</p> <p><b>Abstract</b>—In contemporary economic reality the dynamic growth of e-commerce is taking place. This is observed in terms of the sales of goods and services by means of the telecommunications network that constitute a new way of conducting business activities. Thanks to the rapid development, it is becoming an increasingly widespread business model. One of the factors determining its development is that of trust online with regard to the relations between the enterprise and the consumer. The herein paper presents the role of consumer trust online in terms of the development of e-commerce in Poland. The principal aim of the authors at hand is to search for the answers to the following research questions: What factors have an impact on the level of consumer trust online in Poland? What barriers hinder its growth? In what way can online enterprises influence the growth of its level? In the search for these answers, a critical analysis of literature and desk research of reports from research were conducted. The authors in question analysed the most important factors that have an impact on the level of consumer trust online in Poland. They also defined the potential opportunities for the growth in the level of trust in terms of the relations between the consumer and the online seller on the basis of quantitative and qualitative analysis, while also indicating the course of activities of enterprises in strengthening consumer trust. The practical implications of research on consumer trust online are the indication of the necessity to build consumer trust by an enterprise as the condition of success on the online market.</p>
<p><b>13:45-14:00</b> <b>UJ2090</b></p>	<p>Comparison of Marketing Sales of Potato Products in Indonesia Haryadi Sarjono, Berliana Nathalia Jadi and <b>Bambang Leo Handoko</b> Bina Nusantara University, Indonesia</p> <p><b>Abstract</b>—Potatoes are one of the seasonal vegetables that are widely produced in Indonesia. The development of knowledge makes it easier for farmers to improve farming skills, so potatoes are not only found in the Dieng Wonosobo area, but are starting to be planted in various regions in Indonesia, one of which is Tawangmangu. Dieng and Tawangmangu areas are the same in the province of Central Java. Often the obstacles experienced by farmers to date are the marketing of potatoes at a selling price that benefits farmers. This research was conducted to compare marketing sales of potatoes in the Dieng and Tawangmangu mountains. The scope of the research object is in accordance with the problems to be studied, namely the marketing of potato products, with a research unit of potato farmers in the Dieng mountains and Tawangmangu, Central Java. This research is a qualitative descriptive study. The results of the research are the marketing design of the Dieng and Tawangmangu mountain ranges.</p>
<p><b>14:00-14:15</b> <b>UJ0013-A</b></p>	<p>Do Early Birds Behave Differently From Night Owls In Stock Market <b>Grace Lepone</b> and Yolanda Yang Macquarie University, Australia</p>

	<p><b>Abstract</b>—This study is the first paper applying the morningness-eveningness, human beings' diurnal rhythms preference, to stock market behaviour. With proprietary investor stock trading order data from a leading retail brokerage house in Australia, we are able to classify retail investors into the M-types ('larks') and E-type ('owls') according to their order submission time of the day. Robust evidence is found that male and older investors are more likely to be M-types investors; M-type investors trade more frequently, are less subjective to the disposition effect and have stronger preference for stock market speculation activity.</p>
14:15-14:30 UJ3028	<p>An Investigation of Graph Theory Application on Porfolio Investment  <b>Tsun Fung Leung</b> and Tsun Ho Leung  Chongqing Foreign Language School, China</p> <p><b>Abstract</b>—Since the BlackScholes model, mathematical tools based on partial differential equation played important roles in the finance modeling. Advanced math models provide us efficient method to evaluate the fair price, price the risk as well as design derivatives. However, di erential equations faced the di culties of chaotic system when describing the causal relations among multiple objects. Most of the current financial models ignore to describe the relationship of stocks price. So analyst and investors had to count on qualitative method such as sectors, themes or even concepts.</p> <p>Graph theory, the mathematical structure describing the pairwise relationship between objects, is becoming powerful tool in data structure. By introducing the graph theory in the study of stock market, we could model to help with portfolio strategy. In the graph model of stock market, each stock would be a vertices, and we could determine if an unordered pair of vertices connect with an edge by their price correlation. In such way, we could make diversified portfolio efficiently by finding the complete subgraph.</p>
14:30-14:45 UJ2027	<p>Application of UTAUT Theory in Higher Education Online Learning  <b>Bambang Leo Handoko</b>  Bina Nusantara University, Indonesia</p> <p><b>Abstract</b>—This research is a causal quantitative research based on the Unified Theory of Acceptance and Use of Technology model (UTAUT). The object of this study is students who take online learning programs. Data collection methods use primary data by distributing questionnaires. This research uses respondent consist of 365 students from various online learning study program. The results of this study are that variables: performance expectancy, effort expectancy, quality of service, and personal innovativeness affect the behavioral intention, while the influence of lecturer has no effect on behavioral intention. Besides behavioral intention influences use behavior while facilitating condition has no effect on use behavior.</p>
14:45-15:00 UJ2034	<p>OBOR Economic Impact in Ivory Coast-China Agricultural Investment Prospect  <b>Fofana Nina Kadidiatou</b> and Baolong Ma  Beijing Institute of Technology, China</p> <p><b>Abstract</b>—Being considered as one of the economic development pole in West-Africa, Ivory Coast (Côte d'Ivoire, the official name) deploys particular investment on the development of the country agricultural sector; this article analyzes the impact of China One Belt One Road (OBOR) initiative on Ivory Cost agriculture development by focusing on Chinese economy investment, with also an evaluation on trade potential between China and Ivory Coast. The Gravity Economical Model is used through Haussmann Test including an Empirical test to determine the significance variable affecting the bilateral trade expansion between the two countries. With entire reject on Haussmann Test confirming the null hypothesis and confirming and fixed effect model, results from analysis found the Gross Domestic Product (GDP) and the</p>

	<p>population as the two main factors with a positive influence on the bilateral economic trade development between these two countries. Furthermore, the data collected (2013-2018) concerning China export trade value and Ivory Coast and analyzed with Autoregressive Model confirm Chinese OBOR project as an economic support for Ivory Coast agricultural development.</p>
<p><b>15:00-15:15</b> <b>UJ1001</b></p>	<p>ASEAN and China as Mutual Economic and Political Counterbalance in the Region Le Doan Minh Duc, <b>Nguyen Hoang Tien</b>, Nguyen Vuong Thanh Long, Nguyen Thanh Hung, Phung The Vinh, Tran Duy Thuc, Dinh Ba Hung Anh and Nguyen Minh Ngoc Thu Dau Mot University, Vietnam</p> <p><b>Abstract</b>—ASEAN-China is one of the most complex relationships in the Asia-Pacific region. Over the course of history of many ups and downs in recent decades, China and ASEAN have come together, working closely together for mutual development. In the 21st century, economic relations as well as political relations between China and ASEAN have made positive changes. However, this relationship still shows many difficulties and obstacles that the two sides need to solve and overcome in order to benefit from potential of each other. This paper presents and compares the factors that affect ASEAN's economic and geopolitical potential as a counterpart to China in the region.</p>
<p><b>15:15-15:30</b> <b>UJ2035</b></p>	<p>"One Belt, One Road" Project and Ivory Coast's Economic Challenges: Investigation on China Investment after Post-Election Crisis <b>Fofana Nina Kadidiatou</b> and Baolong Ma Beijing Institute of Technology, China</p> <p><b>Abstract</b>—Ivory Coast represents plays a major economically in all West Africa region. With the reference of EU-Africa summit 2017 or the recent G20 summit 2017 organized with Africa continent considered as one of the main focus topics, China with "One Belt, one road" (OBOR) initiative is being referred to as a new platform to promote its vision concerning Africa economic and social integration. Despite the increasing number of events such as symposiums or seminars organized recently between China and African leaders; a few of African scholars and readers still septic on the real benefit for African countries in OBOR project; this paper present the bilateral partnership analysis impact between China and Ivory Coast in the context of OBOR initiative. By developing economic method-based-bilateral trade intensity and comparing their intra-industry trade advantages, the issue of trade deficit concerning Ivory Coast is funded. Finally, paper present new recommendation to improve current partnership programs.</p>
<p><b>15:30-15:45</b> <b>UJ1010-A</b></p>	<p>Institutional Pillars and Sequential Foreign Direct Investment: Chinese Oil Companies in North American Upstream Energy Industry Xiaoyu Liu and <b>Feng Liu</b> Saint Mary's University, Canada</p> <p><b>Abstract</b>—We conduct a systematic review of Chinese state owned corporations' investment into the energy industries in North America between 1993 and 2014 in order to understand: (1) the evolution of the influence of institutional pillars on sequential foreign direct investments (FDI); and (2) the optimal resource allocation strategies for Chinese companies to overcome the institutional distance between China and North America. We distinguish three operation milestones (relating specifically to the institutional pillars of regulatory, normative and cognitive domains) for MNEs to operate in host markets: conforming operation, convergent operation and congruent operation. We argue for an appropriate corporate strategy on resource allocation across different milestones and propose the importance of corporate image building throughout the sequential FDI processes. Our research contributes to the international business</p>

	field by investigating the three institutional pillars simultaneously in sequential FDI processes and providing a fine-grained conceptual and empirical analysis of the evolutionary process of three institutional pillars.
15:45-16:00 UJ2038	<p>Preferences and behaviours of Internet users in Poland E-business perspective Felicjan Bylok, <b>Arnold Pabian</b>, Robert Kuceba and Marcin Zawada Czestochowa University of Technology Management Faculty, Poland</p> <p><b>Abstract</b>—Poland is an attractive market for e-business. It is one of the largest and fastest-developing countries of the European Union. Soon, it may advance from the position of digital challengers to most digitally-advanced economies of Europe, which are called digital leaders. In Poland over 30 million of people have Internet access and this number is still growing. According to the forecasts in the near future all the Polish households will be able to access the global network. The duration and scope of using the Internet is extending as the new generation of its users is entering the market. Driven by the fact that the Polish society is becoming wealthier the demand for electronic equipment, software as well as products and services offered online is increasing. One of the conditions that needs to be fulfilled in order to satisfy properly the needs and requirements of Polish Internet users is recognising their preferences and behaviours. For instance, only a half of them purchases goods in e-shops. Also, over a half of the population of Poland does not like advertisements, which does not favour shopping of this kind. Moreover, a significant percentage of consumers abstain completely from buying excessively advertised goods. The underlying objective of the paper is to present a supported by the survey characteristics of Polish Internet users, who represent Central and Eastern Europe. This may constitute an inspiration for further scientific exploration of this community, a starting point for comparing behaviours of Internet users in other countries and also serve as a valuable resource of information for e-business oriented on Poland and countries of Central and Eastern Europe.</p>
16:00-16:15 UJ0007-A	<p>The Impact of Insider Ownership and Pledge Change on Corporate Value <b>Ruey-Shii Chen</b>, Mei-Ling Lin and Chiao-Ling Chen Tatung University, Taiwan</p> <p><b>Abstract</b>—The change of ownership structure has a great influence on the corporate value. Companies with financial crisis often have the phenomenon of insufficient shareholding of insiders and excessive pledge. This study investigates the impact of the change of insider ownership and pledge on corporate value. In this paper, ROE and TOBIN'S Q are used to measure the corporate value, and to explore the impact of pledge change and shareholding change on it. We add the multiplier of pledge change and shareholding change as explanatory variable to further analyze the interaction effect of the two factors. Empirical results show that pledge change and ownership change have significant negative and positive relationships with corporate value, respectively. The cross-multiplier coefficient of the change of pledge and ownership has a significant positive value, which shows that the increase of ownership by the funds obtained by the insider pledge is the expression of the insider's confidence in the company's future stock price, so offsetting the negative relationship between the increase of pledge and the corporate value.</p>
16:15-16:30 UJ2022	<p>Service Employee's Emotional Intelligence and Customer's Evaluations of Service Quality in Hospitality Industry <b>Faruk Şahin</b> and Derya Atlay Işık Muğla Sıtkı Koçman University, Turkey</p> <p><b>Abstract</b>—The present study examines the impact of the service employee's emotional intelligence on customer's evaluation of the service quality. The sample consisted of 63 service</p>

	employees and 326 customers from hospitality firms in Turkey. Since the nested structure of the data, we conducted hierarchical linear modeling analyses. The results indicated that there exists significant variance in service quality perceptions among customers from different cultural backgrounds. Moreover, the results showed that service employee's EQ positively influences customer's assessment of the service quality. This study extends prior research relating to service employee's EQ on service quality perceptions, and provides important insights for hospitality practitioners.
<b>16:00-17:00</b>	<b>Coffee Break</b>

**Session IV**

**Topic: International Economy and Financial Economy**

**Time: 16:40-18:40**

**Venue: Room 4-1**

**Session Chair: Prof. Arnold Pabian,**

*Czestochowa University of Technology, Poland*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>16:40-16:55</b> <b>UJ2011</b></p>	<p>Comparative Analysis of China-Indochina Peninsula Infrastructure Index under the Background of the Belt and Road initiative <b>Guanzi Hu</b> China National Institute of Standardization, China</p> <p><b>Abstract</b>—The improvement of regional infrastructure has greatly promoted international trade. Under the background of the Belt and the Road initiative in China, how to evaluate the regional infrastructure has become an important issue. This paper has combed the research literature and related materials which research on the infrastructure evaluation index. The paper constructed an infrastructure evaluation index, and used the factor analysis method to evaluate the infrastructure of the IndoChina Peninsula, and suggested a preliminary proposal for China's infrastructure advancement in this direction.</p>
<p><b>16:55-17:10</b> <b>UJ2092</b></p>	<p>Development of a Distributed Blockchain eVoting system <b>Ishaku Liti Awalu</b>, Park Hung Kook and Joa Sang Lim Sangmyung University Seoul, South Korea</p> <p><b>Abstract</b>—Development of a Distributed Blockchain eVoting System Over the years, elections at different levels are the subject of many disputes, consolidation and reaffirmation of confidence in different leaders. These elections range from either boardroom elections, local elections to national elections. Correspondingly, electioneering as an institutional process has transformed with both technological advancements as well political sophistication. Blockchain as a nascent technology has ushered in a range of opportunities in different sectors such as finance, real estate, supply chain management, medical records, elections etc. In this paper, we leveraged on some of the key characteristics of Blockchain technology in form of immutability, auditability, confidentiality, transparency, decentralization etc to develop a Blockchain eVoting network system that can be utilized for geographically dispersed elections. Key users of the system or actors were isolated and their interactions with the system identified using Use Case Methodology. The system actors are the voters, miners that are consists of Universities and public libraries, central authority, candidates and the voters. The different stages of an election process such as pre-election, registration of both candidates and voters, voting/balloting, tallying and auditing were equally enumerated. The interactions of the actors with the system were equally captured, analyzed and used to develop the conceptual system. The proposed system is made up of a multichain Blockchain network, an arbitration server, distributed database, an interactive, multi-device graphic user interface GUI, and an application server. To engender anonymity, a combination of Digital Signature and Secure Hash Algorithm SHA was proposed, also Proof of Work PoW was the proposed consensus algorithm. The identified stages of the election were evaluated against the requirements of an eVoting system. The proposed system was found to satisfy the requirements</p>
<p><b>17:10-17:25</b> <b>UJ2060</b></p>	<p>Challenges and Explorations in the Establishment of Administrative Standard System <b>Wenhui Zhao</b>, Yiyi Wang China National Institute of Standardization, China</p>



	<p><b>Abstract</b>—The construction of the administrative standard system is not only a process of optimizing and perfecting the administrative management behavior itself, but also a process of continuous development of the standardization principles and methods. However, in practice, it confronts the problems of lack of systematic research, weak applicability of indicators, and full play of the role of dynamic supervision of administrative effectiveness. Starting with the inherent logic of key issues, this paper puts forward the idea and construction focus of constructing the administrative standard system.</p>
17:25-17:40 UJ2039	<p>Determinants of retail online shopping – seller’s perspective Felicjan Bylok, Arnold Pabian, <b>Robert Kuceba</b> and Marcin Zawada Czestochowa University of Technology Management Faculty, Poland</p> <p><b>Abstract</b>—The underlying goal of the paper is to evaluate determinants that stimulate the activity of business entities in the retail online shopping segment – on the seller’s side. In this respect, in the first part of the paper its authors attempt to define retail online shopping as an e-commerce segment in the chain of creating product value or final service – in the seller-customer relations. Based on secondary data, shares of retail online sales have been indicated, as a percentage of total retail sales that also consider traditional commerce. These shares also include direct online sales through own web browsers of sellers or social media and indirect sales on the online market place. The authors have indicated transformations with regard to product preferences of customers who make their purchases online. Based on own research in the second part of the paper its authors have evaluated determinants that stimulate the activity of economic entities in the retail online sales segment. In the portfolio of these determinants, with regard to the subject of the research, the following have been distinguished: marketing determinants, competitive advantage sources, price cart and customer online servicing.</p>
17:40-17:55 UJ2084	<p>The Most Efficient Use of the Real Estate Property in Managerial Decision Making <b>Aleksey Malugin</b>, Ekaterina Kolotovkin and Olga Munoz Kuzbass State Technical University, Russia</p> <p><b>Abstract</b>—This research article specifies the concept of stable development of the real estate market. The article also provides a list of factors of the level of development of the market. The dependency model between the need for housing conditions and the phases of the household life cycle is shown.</p>
17:55-18:10 UJ2052	<p>Fraud Payment Research Payment Through Credit Card <b>Tien Yu Huang</b> and Chih Huang ZhaoQing University, China</p> <p><b>Abstract</b>—Credit card payment is called CNP which stands for “card not present”. Security issues about CNP are critical. We propose an empirical study research for analyzing payment transactions using K-means clustering and decision table method of data mining techniques. The data sets we used are credit card payment from government open data website and credit card fraud data set shared from Weka. In this paper, we found that EC (Electronic Commerce) payment was the majority credit card payment fraud from the first data set and got a close look about similar attributes of fraud customer payments.</p>
18:10-18:25 UJ2059	<p>Research on Monitoring the International Dissemination of Chinese based on Web Search Data —Multilingual Direction Ting Yu, <b>Chong Zhang</b> and Jingyi Wang Beijing Language and Culture University, China</p>

	<p><b>Abstract</b>—Web search data contains the needs and concerns of network users, provides the necessary data base for the study of social and economic behavior. Based on the study of Chinese learning in the way of English keywords, this paper expands its orientation to multilingualism. The results showed that the number of students studying in China and the three types of search index has a strong correlation, and the fitting degree of the monitoring model is 99.93%.</p>
<p><b>18:25-18:40</b> <b>UJ2045</b></p>	<p>Research on the Expectation and Anxiety of the Elderly in the Future  <b>Yen-ni Tsai</b> and Yeajou Shiau  Zhaoqing University, China</p> <p><b>Abstract</b>—The purpose of this study was to explore the population attributes of the elderly, the expectation of senior life, and the impact of anxiety on the mental health of the elderly. This study used a questionnaire survey method, which was conducted by participants who participated in lifelong learning in Taiwan. A total of 348 valid samples were processed and analyzed by statistical methods such as descriptive statistics, t-test, and single-factor variance analysis. The study found that: 1. Retired elderly are generally good about future expectation and future anxiety; 2. In the expectation of the elderly, women, retirees, and low-education are most likely to have an expectation; 3. On the anxiety of elderly female, highly educated, 64-65 years old have a greater need for conversion learning; 4. The problem of elderly expectation has a mediating effect on the relationship between elderly anxiety problems.</p>
<p><b>19:00</b></p>	<p><b>Dinner</b></p>

**Session V**

**Topic: Enterprise Economy and Management**

**Time: 16:40-18:55**

**Venue: Room 4-2**

**Session Chair: Prof. Felicjan Bylok,**

*Czestochowa University of Technology, Poland*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>16:40-16:55</b> <b>UJ2020</b></p>	<p>The Multi-case Analysis on the Factors of Source Innovation—Based on the ISM <b>He Yongqing</b> and Pan Jieyi Northwestern Polytechnical University, China</p> <p><b>Abstract</b>—Source innovation is a new innovation activity that build new concept, combine existing resources and realize new value. Taking 5 famous innovation cases such as Wanda, Alibaba, Meituan, DiDi and Haier as samples, this paper analyzes 25 factors of firms' source innovation, and constructs interpretative structural model of factors. The results showed that, social pain point, policy orientation, environmental change and customer needs are the external objective factors of source innovation. Open sharing, proactive collaboration, innovation atmosphere, faith and confidence are the internal cultural factors that influence the source innovation. Business opportunity discovery, organizational forgetfulness, absorptive capacity, technical capacity, performance basis, human capital, and social network constitute the internal capacity factors of source innovation. Stratagem pioneer, integration ability and reform courage directly affect source innovation, which is an important guarantee for the success of source innovation.</p>
<p><b>16:55-17:10</b> <b>UJ0017-A</b></p>	<p>Does Effective Use of CRM Technologies Impact Customer Retention in the Hospitality Industry? Evidence from an Emerging Market <b>Youssef Chetoui</b> AL Akhawayn University In Ifrane, Morocco</p> <p><b>Abstract</b>—Customer relationship management (CRM) has been considered as one of the key strategies for customizing customer experiences and improving customer satisfaction and retention, particularly in service industries. Nevertheless, previous studies demonstrate that many firms do not take advantage of the full potential of CRM and many of them struggle to succeed with its implementation. This study analyses the impact of key success factors (KSF) of CRM on customer retention, namely Employees training, Ease of use of CRM technology, CRM solutions supplier support, CRM culture in the company, and knowledge management. A self-administered questionnaire was used and distributed to a sample composed of 100 managers and employees in different Moroccan hotels. Data collected were subjected to Structural equation modeling (SEM) in pursuance of the study's stated objective. The findings reveal that investing in CRM technologies is not enough to achieve positive superior performance.</p>
<p><b>17:10-17:25</b> <b>UJ2070</b></p>	<p>Integration of Talent Training and Corporate Culture in the field of Space Environment Simulation <b>Gong jie</b>, Liu Yang Yang, Zhang Xian and Zhou Ying Beijing Institute of Spacecraft Environment Engineering, China</p> <p><b>Abstract</b>—With the development and progress of space, the space environment simulation equipment market has entered the golden age of rapid development, ring die enterprises in the fierce competition in the field environment, want to keep the lasting competitiveness must</p>

	<p>develop its own unique corporate culture, on the other hand, the competition between enterprises can be converted to talented person's competition, the enterprise only set up their own enterprise culture and improve the personnel training mode, to improve the staff's comprehensive strength. The development of enterprise culture is closely related to the cultivation of talents. Only by combining the two can the advantages of an enterprise be brought into full play.</p>
17:25-17:40 UJ2093	<p>Decision Support Systems: Perspectives for Russian Industrial Companies <b>Anastasiia Olegovna Loyko</b> and Sergey Aleksandrovich Gusev MFUA - Moscow Finance and Law University, Russia</p> <p><b>Abstract</b>—Russian industrial companies receive billion dollars of federal money. Contract termination can influence on production cycle and government funding. Author made an analysis of the bad suppliers list, which is considered in the informational system of purchases. The statistic connected with contract termination. The Decision support system includes solution is a system of suppliers selection, that will fulfill their obligations under the contracts. The account of the financial indexes are held with the help of supplier's financial statements. The dynamics of financial condition can be held with the help of such a system. This system resolves the economic, technical, informational and social effects.</p>
17:40-17:55 UJ2078	<p>Customer Requirements Analysis for Space Environment Simulation Equipment based on Quality Function Deployment and KANO Model <b>Xian Zhang</b>, Ying Zhou, Lei Zhang, Wei Leng and Yang yang Liu Beijing Institute of Spacecraft Environment Engineering, China</p> <p><b>Abstract</b>—In order to improve the design skills of space environment simulation equipment, KANO model was used to analyze customer needs, and then the quality function deployment method was employed to decompose customer needs step by step into detailed design and technical characteristics of products, and finally into the core requirements of process management.</p>
17:55-18:10 UJ2021	<p>A Study on the Human Resources Development of The Younger Elderly in China Against The Background of Population Aging <b>Yun Zhou</b>, Xiangyu Yu and Jun Wang Wuhan University of Science and Technology, China</p> <p><b>Abstract</b>—At present, the level of population aging in china is increasing. Under this influence, Chinese society is facing the threat of increasing pension burden and the shortage of human resources. Rational development of human resources of the younger elderly has become an important way to promote economic development and ease the pressure of elderly care at this stage. Through the assessment of the current situation, this paper explains the necessity and feasibility of developing the human resources of the younger elderly. Then through the systematic analysis of the current situation of the human resources development of the younger elderly at the present stage, finding out the problems and restrictive factors, and proposing corresponding measures.</p>
18:10-18:25 UJ2099	<p>Person-Organization Fit and Employees' Voluntary Turnover with the Effects of Job Satisfaction in Hotel Industry <b>Zhen Yan</b> and Zuraina Bt Dato Mansor Universiti Putra Malaysia, Malaysia</p> <p><b>Abstract</b>—In past decades, high rates of voluntary turnover have always been a hot topic for hotel employers and a focus of scholars in academia. Although employers have utilized various</p>

	<p>retention strategies to retain qualified employees, the hotels' turnover rate remain higher than other industries around the world. The goal congruence and value congruence between employees and organization are important in influencing employees' withdrawal. According to previous studies, many scholars pointed out that person-organization fit (P-O Fit) has a negative impact on employees' turnover intention. However, some meta-analytical researches have showed relatively weaker correlations between them. And in current research, it is emphasized that the effect of job satisfaction as a mediator on the relationship between person-organization fit and turnover intention.</p>
18:25-18:40 UJ1002	<p>Strategic Dimension of Social Entrepreneurship in Vietnam  Le Doan Minh Duc, <b>Nguyen Hoang Tien</b>, Nguyen Vuong Thanh Long, Nguyen Thanh Hung, Phung The Vinh, Tran Duy Thuc, Dinh Ba Hung Anh and Nguyen Minh Ngoc  Thu Dau Mot University, Vietnam</p> <p><b>Abstract</b>—This article delivers a full insight into the concepts of social enterprise, social entrepreneurship, their sustainability issues and strategic understanding. Despite different nature, determinant factors, motivation and purpose, as well as orientation towards sustain-able development of commercial and social enterprises the results of analysis show that both form of extant entrepreneurship could to stay to -gether to successfully bridge, create synergy effect between social and commercial capital for the mutual development. However, the article revealed that in contrast to the commercial entrepreneurship, social entrepreneurship currently lacks and needs more strategic understanding (and its reflection in the reality) to be benefitted from in order to support overall sustainable entrepreneurship development in rural areas of Vietnam. Finally, the article proposed solutions to enhance social entrepreneurship and promote its expansion for the purpose of sustainable development.</p>
18:40-18:55 UJ2032	<p>A Study on Current Situation and Countermeasures of Agricultural Products Exported by E-commerce in SMEs ——Taking Hubei Province as an Example  <b>Yan Ling Fan</b>  Wuhan University of Science and Technology, China</p> <p><b>Abstract</b>—With the rapid development of global information technology and E-commerce, it has brought enormous challenges and new opportunities to the export of agricultural products of SMEs. By the analysis of the export situation of agricultural products with application of E-commerce, it is found that there are still some problems existed in the E-commerce export trade of agricultural products of SMEs in Hubei Province, such as the insufficient application of E-commerce platform, the imperfect infrastructure and the inadequacy of comprehensive professionals, etc. By comparison of two E-commerce platforms named Makeronly and Alibaba as examples, it is shown that they have played important roles in improving the export of agricultural products of SMEs effectively by satisfying various consumers' demands. Finally, this paper puts forward relevant suggestions and countermeasures to promote the development of export trade of agricultural products on E-commerce in Hubei Province.</p>
19:00	Dinner

**Session VI**  
**Topic: Supply Chain and Information Technology Management**  
**Time: 16:40-18:40**  
**Venue: Room 4-4**

**Session Chair: Assoc. Prof. Shuo Xu,**  
*Beijing University of Technology, China*

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<b>17:10-17:25</b> <b>UJ2089</b>	<p>A Supply Chain for Potato Products in Tawangmangu, Central Java, Indonesia  Haryadi Sarjono, Berliana Nathalia Jadi and <b>Bambang Leo Handoko</b>  Bina Nusantara University, Indonesia</p> <p><b>Abstract</b>—The purpose of this study is to implement the supply chain implementation and adoption of potato farmers in Tawangmangu today. The study was conducted by field observations and interviews with 30 potato farmers in Tawangmangu, Central Java. There are two common supply chains, namely supply chains without company intervention and supply chains with a mix of corporate hands. This study chooses supply chain design ranging from purchasing seed farmers, buying, to selling. Supply chains are interconnected and have different interests. The application of supply chains without company intervention is still considered ineffective and inefficient for farmers. Future research can improve this research with more detailed cost details. This research provides an understanding of suppliers and retailers who lack understanding and understanding.</p>
<b>17:25-17:40</b> <b>UJ0016-A</b>	<p>Risk and Efficiency convergence in Emerging Markets-Evidence from the MENA Region  <b>Hind Lebdaoui</b>  AL Akhawayn University, Morocco</p> <p><b>Abstract</b>—This paper investigates the Beta and sigma convergence of conventional and Islamic banks in the Middle East North Africa (MENA) region. The Z-score and the equity to Assets (E/A) are used to capture the risk whereas efficiency of banks was estimated using a data envelop analysis (DEA). The analysis of growth and efficiency convergence is done through a generalized method of moments (GMM) and a fixed effect model. Signs of convergence in risk metrics (as measured by the Z-score) are found in Islamic banks but not in conventional banks; whereas DEA efficiency is found to converge in both Islamic and conventional banks. This paper's findings showcase the impact of the difference in banking business models on MENA region's financial markets integration.</p>
<b>17:40-17:55</b> <b>UJ3030</b>	<p>Pricing General Best of Power Option  <b>Peng Bin</b> and Peng Fei  Beijing University of Civil Engineering and Architecture, China</p> <p><b>Abstract</b>—With the rapid development of China's Internet and e-commerce, e-payment has attracted more and more attention and its market scale is expanding. Third-party payment mode has gradually become the most widely used payment form in e-commerce due to its advantages of safety, stability and quickness, among which Alipay and WeChat are the most common. How to correctly recognize the advantages and disadvantages of the new payment method and continuously improve the payment method in daily application is an important issue for relevant departments and enterprises to study. This paper expounds the background, development, advantages and disadvantages of third-party payment. Finally, it analyzes the development prospect of third-party payment and puts forward several strategies to optimize the application of third-party payment. The purpose of this study is to clarify the advantages and disadvantages of the third-party payment method and the traditional payment method, and</p>

	to provide some reference for the effective application of third-party payment.
<b>17:55-18:10 UJ2048</b>	<p>Impact of Smart Grid intelligent networks on energy efficiency improvement  Felicjan Bylok, Arnold Pabian, Robert Kuceba and <b>Marcin Zawada</b>  Czestochowa University of Technology Management Faculty, Poland</p> <p><b>Abstract</b>—Implementing the EU’s provisions by its member states in the scope of energy efficiency is supposed as a consequence contribute to an increase in energy security, counteract climate change and should also have a positive influence on the economy through development of new services, and innovative energy technologies. The objective of the present paper is to analyse the changes as to the level of energy efficiency in the EU countries in the years 2005-2016 and characteristics of innovations introduced to the energy market, which influence savings in energy management with a particular stress on Smart Grid intelligent networks.</p>
<b>18:10-18:25 UJ0011</b>	<p>The Role and Importance of Social Awareness in Energy Management in Highly Developed Countries  <b>Grzegorz Maśloch</b>  SGH Warsaw School of Economics, Poland</p> <p><b>Abstract</b>—Energy as a strategic sector of the economy of any country has a significant impact on its socio-economic determinants of development. It is also a sector of the economy with a negative impact on the natural environment and, hence, on human health. Thus, it directly affects the level and quality of life of citizens. The aim of the article is therefore to present possible social attitudes towards energy management problems in highly developed countries.</p>
<b>18:25-18:40 UJ2069</b>	<p>Research on risk management of scientific research projects  <b>Leng Wei</b>, Zhang Xian, Zhou Ying, Gong Jie and Liu Yang Yang  Beijing Institute of Spacecraft Environment Engineering, China</p> <p><b>Abstract</b>—The characteristics of scientific research projects determine that there are more uncertainties in project risks. In addition to common risks such as contracts, taxes and funds, more attention should be paid to the risks of time, technology, member change, coordination and target change, so that professional project managers can participate in project risk management as soon as possible.</p>
<b>19:00</b>	<b>Dinner</b>

# Poster Presentations

<p><b>UJ3011</b></p>	<p>Research on Risk Supervision and Similarities and Differences of Demand for Consumer Finance Based on Difference in the education level  <b>Fengjuan Liu</b>, Lixin Qu and Xiaolian Zhou  Wuxi Environmental Science and Engineering Research Center, China</p> <p><b>Abstract</b>—With the increasing development of financial technology, the consumer financial market has great potential in an emerging country. Therefore, an offline questionnaire on consumer finance has been conducted in some cities of Jiangsu and Zhejiang in China, and 1491 questionnaires were obtained. And then, regression analyses were made between the education level of the respondents and various factors affecting the demand for consumer finance. The results show that it is different for the consumers with different educational background to select the wills and reasons of consumption credit, the field of credit products and consumer finance company, the mode of payment, the application of biometric technology in the security of consumption payment and etc. Generally speaking, the higher the level of education, the more the willing to accept consumption loans when purchasing goods or services, and the more the areas of consumption loans involved, but the more concentrated consumer finance companies are selected, the more payment modes are accepted when consumers pay, and the relatively easier the acceptance of the relatively complex security technologies such as biometric technology is. Thus, the providers of consumer finance products may improve their market shares by designing consumer finance products that conform to consumers' taste with different education background in the sales area of the product based on the big data of the Internet of things. At the same time, in the process of using consumer financial products, the digital technology is used for joint regulation to reduce consumers' losses.</p>
<p><b>UJ2015</b></p>	<p>Emergency Material Transportation Considering the Impact of Secondary Disasters  <b>Zhang Siyu</b> and Yi Hua  Beijing Jiaotong University, China</p> <p><b>Abstract</b>—Under the background of focusing on preventing and resolving major risks, it is of great significance to study how to mitigate the impacts of vulnerable paths and storage sites on emergency material transportation. Firstly, using the system optimization (SO) principle proposed by Wardrop, the initial material allocation and route selection under the current road conditions with the objective of system time optimization are solved. Then, with considering the probability of interruption and the impact of interruption on road network connectivity, the relative values of vulnerability of routes and paths are calculated as decision support, and the number of materials transferring between different OD pairs is obtained, and the initial path selection is amended. The purpose is to reduce the amount of emergency materials passing through the path of high vulnerability, and to make the material storage site of greater capacity and of smaller routes risk, which cover more emergency supplies in disaster areas. Through the interaction of two steps, the system time and risk are relatively optimal. Finally, taking the historical data of Lushan earthquake in Sichuan, China as the background, the whole process is demonstrated by an example, with the feasibility and Effectiveness of the idea and algorithm is verified.</p>
<p><b>UJ2016</b></p>	<p>Does corporate performance influence the high transfer type chosen by companies? Research of empirical data based on Chinese listed companies  Xiu Wen and <b>Ren Jia Zhao</b>  Northwest University, China</p>



	<p><b>Abstract</b>—Based on the empirical data of Chinese listed companies, this paper investigates the relationship between a company’s performance and its selection of different types of high transfer behaviours. The study found that the stronger the performance and profitability of a company, the more likely it is to follow a dividend distribution policy of high-proportion bonuses. The reason is that when poorly performing companies lack retained earnings, insiders are more likely to throw their shares with a high price through a distribution policy of high increase by transferring shares to achieve their own objectives.</p>
UJ2018	<p>Optimal task assignment based on incentive design in the virtual enterprise: A principal-agent perspective  <b>Junru Lu</b> and Zhiping Zhou  Hefei University of Technology, China</p> <p><b>Abstract</b>—Based on incentive design, this paper studies a type of task assignment problem in the context of virtual enterprise. We propose a multi-type task assignment model with the optimization objectives of total profit, task execution cost and time, which considers the effort level of partner enterprises. Next, an incentive contract for the task assignment considering monitoring is designed based on the principal-agent theory to motivate all partners to improve their effort levels. Further, we analyze the relationships among the intensity of incentives and monitoring, the effort level and the task assignment through numerical examples. The results demonstrate that appropriate incentive contracts are beneficial to improve the efficiency of task assignment in virtual enterprise.</p>
UJ2023	<p>Research on Optimization Scheme of Vehicle Selection in Urban Distribution Scene  <b>Jiahui Shao</b> and Chunyan Li  Beijing Jiaotong University, China</p> <p><b>Abstract</b>—Vehicle stowage is a central link in the process of logistics distribution. The distribution cost and transportation cost in the process of stowage account for a large part of the total logistics cost. Therefore, the key to reduce the logistics cost of enterprises is to carry out the stowage work reasonably. The whole cargo loading process involves three links: order, vehicle selection and loading. Firstly, distribution vehicles are allocated according to customer order information. Secondly, according to the distribution order of customer network nodes, the order of cargo packing is determined. Finally, distribution plan is worked out to determine the location and direction of cargo placement so as to maximize the utilization rate of vehicles. This paper mainly focuses on the order processing and vehicle selection in vehicle stowage. Using the pedigree clustering algorithm to cluster the nearest orders, the batch orders can be processed quickly and effectively. The vehicle selection algorithm is designed on the premise of considering the vehicle load, volume and fuel consumption. Finally, the effectiveness and feasibility of the algorithm are verified by a specific example.</p>
UJ2029	<p>One retail sales prediction with integrated framework of K- mean and neural network  <b>Lingxian You</b>, Jiaqing Kou and Shihuai Wang  Huaqiao university, China</p> <p><b>Abstract</b>—Online retail has become increasingly important in terms of big market share and people’s modern lifestyle. Therefore, understanding the temporal dynamics of online retail activities is extremely useful that could help online retailers to allocate resources more efficiently and decrease the cost of the sale network. In this paper, we describe an integrated framework that combines traditional unsupervised learning of data features with K-mean clustering and advanced artificial intelligence model of the Long Short Term Memory. We design multiple groups of experiments to determine the capability of this integrated framework, in terms of critical model parameters, effective temporal scale, and predictive length. We</p>

	conclude that this modeling framework is able to capture near term online retail dynamics using a limited amount of historical information.
<b>UJ2042</b>	<p>Research on Weapon Equipment Acquisition Benefit Evaluation Based on Artificial Neural Network  <b>Li Xiaosong</b>  Military Science Information Research Center, PLA Military Science, China</p> <p><b>Abstract</b>—The evaluation of weapon equipment acquisition benefit is an important basis and traction to promote Weapon equipment acquisition. This paper defined the concept of weapon equipment acquisition benefit evaluation, construct the evaluation index of weapon equipment acquisition benefit, established the evaluation model of weapon equipment acquisition benefit based on BP artificial neural network, and gave a case to study. The conclusion can provide a reference for promoting the practice of weapon equipment acquisition benefit evaluation.</p>
<b>UJ2043</b>	<p>The Impact of Internet Finance in an Open Economy  <b>Chiou-Wen Chen</b> and Chu Fang  College of Economics and Management, Zhaoqing University, China</p> <p><b>Abstract</b>—The issue of Internet finance system has been a matter of hot debate among academics and policymakers. The purpose of this paper is to explore the implications of Internet finance for the effects of an open economy. While lots of papers may be empirically more relevant, this paper seems to be theoretically more interesting. The small open economy model is applied in this study. The outcome shows that the widespread use of Internet finance has a positive increase effect on the national income in the open economy. Besides, it is also discovered that Internet finance has an ambiguous effect on the domestic interest rate and foreign exchange rate in the small open economy.</p>
<b>UJ2050</b>	<p>Discussion on the Supply Chain Management Mode of China's Cross border E business  <b>Xinjie Luo</b>, Xiaodong Qiu, and Haodong Xu  Beijing Jiaotong University, China</p> <p><b>Abstract</b>—With the diversification of consumer's demand in China, cross-border e-business has gradually become the preferred way for consumers. This article takes JD Worldwide as an example to analyze some problems and causes of cross-border e-business in supply chain management. It is found that while the transaction volume continues to grow at a high speed, the difficulty of supplier channel management, lack of standardized warehouse management, insufficient informatization, low efficiency of customs clearance, chaotic customs clearance, difficult control of logistics costs, and difficulty in guaranteeing after-sales service have gradually become barriers to the sustainable development. And aiming at the research results, this paper proposes some optimization suggestions for cross-border e-business supply chain management.</p>
<b>UJ2051</b>	<p>Design and Research on Sharing Mode of Campus-oriented Express Pickup Service  Chenyu Liu, Qingzhu Zhang, Xiaoxin Huang, <b>Wenchao Bai</b> and Weizheng Ren  Beijing University of Posts and Telecommunications, China</p> <p><b>Abstract</b>—In view of the inconvenience of picking up packages on campus for students today, we propose a mode of “taking packages conveniently” based on the sharing concept. Based on the mode, we designed a platform that can share the dispatching information of packages between students. Students interact with others through the platform and the supplier can help the demander to pick up the packages without additional time and effort. We build the platform by writing WeChat mini program and using databases and other technologies. Through offline</p>

	<p>testing of students in Beijing University of Posts and Telecommunications, we found about 40% reduce in average pickup time of students, which can improve the utilization of social resources. This mode has a great development prospect in the campus, and can be extended to the companies and even the pickup service between cities.</p>
UJ2053	<p>Research on Comprehensive Evaluation System of Property Service Enterprises  <b>Fei Zhou</b>, Yingqi Liu and Rui Xi  Beijing Jiaotong University, China</p> <p><b>Abstract</b>—Based on the previous research, this paper constructs a comprehensive evaluation system of property service enterprises including objective indicators and subjective indicators. Objective indicators use a dimensionless approach for data processing. Subjective indicators collect data through questionnaires and use multivariate statistical methods for data processing to calculate indicator scores. Using the data of Beijing property management companies in 2018 to conduct objective data test to verify the applicability of the indicators. Finally, make recommendations on the practicality of this set of indicator systems.</p>
UJ2057	<p>ICT Usage and Supply Chain Agility : the Moderating Effect of Supply Chain Complexity  <b>Menglin Liu</b> and Jiali Li  Zhongnan University of Economics and Law, China</p> <p><b>Abstract</b>—With business environment becoming increasingly turbulent and competitive, firms are encouraged to enhance the agility capability across the supply chain in response. However, when it comes to supply chain agility, most studies only take supply chain flexibility into account. In fact, supply chain visibility is also an important indicator for supply chain agility. Furthermore, supply chain complexity is increased by more and more factors, but the influence of supply chain complexity on the relationship between ICT usage and supply chain agility has gained little attention in academic literature. This paper hypothesizes that supply chain complexity acts as a moderator between ICT usage and supply chain agility.</p>
UJ2075	<p>Research on the Impact of Task Feedback on the Performance of Creative Crowdsourcing Solvers  <b>Aining Chi</b> and Nan Ren  Jiangsu University of Science and Technology, China</p> <p><b>Abstract</b>—The key factor of crowdsourcing development is the solvers performance. The paper based on the customer perceived value theory to explore the influences of employer's task feedback on the performance of solvers in creative crowdsourcing. Employer's feedback in terms of quality, creativity, transaction price and service has different degrees of influence on the performance of solvers in creative crowdsourcing, while the value perception in terms of time and after-sales commitment has no obvious effect. The feedback of the employer in terms of favorable comment plays an mediating effect in the relationship between service quality and performance of solvers. And the relational behavior between the employer and the solver regulates the above mediating effect. Finally, according to the conclusions of the research, resource allocation suggestions of the strategic for the solvers are proposed.</p>
UJ2081	<p>How Do Online Price Affect Consumer Purchase: A Moderated Mediation Model  <b>Wen Yang</b>, Yi-Wen Chen, Jie Chen and Sha Yang  University of Chinese Academy of Sciences, China</p> <p><b>Abstract</b>—In order to understand how low price affect consumer purchases in China E-Business Market, this study constructs a mediation model that covers online price, perceived quality, and consumer purchase intention through empirical approaches, and discusses the</p>

	<p>moderating effect of brand awareness on this model. This study takes fast-moving consumer goods as an example to analyze the collected 241 online questionnaires using the AMOS and PROCESS program. The results show that the online price negatively predicts the purchase intention, and the perceived quality plays a mediating effect between the online price and the purchase intention. (1) In the case of high brand awareness, online price positively predicts the perceived quality, which in turn increases the purchase intention and reduces the negative predictive effect of online price on purchase intention. Conversely, in the case of low brand awareness, the online price has no significant effect on the perceived quality. (2) Compared with the brand with high brand awareness, perceived quality has a more pronounced predictive effect on the purchase intention of the brand with low brand awareness.</p>
UJ2086	<p>Impact of Shoe Clash on Product Disposal Intention of High School Students  <b>Rui Guo</b>, Yiwen Chen and Sha Yang  University of Chinese Academy of Sciences, China</p> <p><b>Abstract</b>—In order to explore the effect of shoe clash on the disposition intention of high school students and its mechanism, the first study investigated the effect of shoe clash on the disposition intention of high school students' products, the second study investigated the effect of uniqueness threat and consumers' need for uniqueness on the disposition intention of high school students' products. The results show that: The impact of shoe clash on product disposition intentions is significant. The uniqueness threat plays a partial mediating role between shoe clash and product disposition intentions, and the consumers' need for uniqueness plays a moderating effect on the paths of "shoe clash→uniqueness threat" and "shoe clash→product disposition intentions".</p>
UJ2088	<p>Application Research of Balanced Scorecard in Performance Assessment of Public Hospitals  <b>Di Lu</b> and Chenyu Wang  Shanxi Normal University, China</p> <p><b>Abstract</b>—As the main force of China's medical service system, public hospitals shoulder the heavy responsibility of achieving high-quality development of medical services. In recent years, China has adopted the comprehensive reform of public hospitals as one of the key tasks, and has introduced corresponding policies and invested a large amount of funds. However, at present, the performance management of hospitals still has problems such as unreasonable index setting, unscientific assessment methods, ineffective implementation of overall strategies, and low enthusiasm of employees, which result in low efficiency. Effective and scientific management mechanisms can realize the true value of hospitals. Therefore, this paper introduces the balanced scorecard into the performance assessment system, analyzes the current situation of the performance assessment of RM hospital through questionnaire survey, field interview, literature reading and other research methods, and finds relevant experts. Then a new performance assessment index system is established based on the experts' index and the hospital's strategic goals. In order to break through the traditional performance assessment system, which takes the financial index as the only assessment index, the hospital assessment system is improved from the perspectives of patients, internal processes and learning and development, so as to make the performance assessment system fairer and more scientific. In this way, medical efficiency and quality can be improved, and public hospitals can be promoted to better perform their public welfare functions and improve their social benefits.</p>
UJ2091	<p>Self-efficacy, opportunity recognition and business ideas  <b>Donata Sobakinova</b>, Yan Zhou and Karrar Abdulalah Azeez Aureaar  Harbin Institute of Technology, China</p> <p><b>Abstract</b>—This paper investigates the impact of self-efficacy on the number of business ideas</p>

	<p>that were realized by the business owners. The research also examines the moderating effect of the opportunity recognition on the relations between mentioned variables. We have analyzed 340 questionnaires, which were gathered from Russian entrepreneurs. The results indicated that self-efficacy has a positive impact on the number of implemented business ideas. The evidence of the significant moderating effect of opportunity recognition on the relations between self-efficacy and the number of implemented ideas was shown in this research. The study helps to make sense of how an entrepreneur can increase the number of realized ideas. The paper also provides implications and recommendations for future research.</p>
UJ3014	<p>Technology and Economics Opportunities in South Africa by Hosting SKA  <b>Yu Lu</b>, Ting Lei and Yiming Guo  The 54th Research Institute of ECTC, China</p> <p><b>Abstract</b>—In this paper, we describe briefly the Square Kilometer Array (SKA) which will be deployed in South Africa as the largest radio telescope ever being built in the world and analyze detailed the proportion relations between Research and Development Expenditure and Gross Domestic Product (GDP) which have occurred in England, Canada, South Africa, China and other countries being involved in SKA program respectively for recent 20 years. The Solo Model, a common model aiming to explain the relationship among labor (L), capital (K), technology (A) and production (Y), is used to theoretically expound those foreign investment effects on South Africa's economics and technology development in long-term and short-term periods, and the risks and opportunities of international trade with South Africa. Also, the roles of promoting South Africa's economic and technology development are discussed and oversee the positive effect by hosting SKA. Finally, several suggestions or comments are drawn for South Africa to introduce international investments to boost domestic economy and high technology while taking the opportunity of fulfilling the SKA project.</p>
UJ2030	<p>Predictive modeling of stock indexes using machine learning and information theory  <b>Li Xingzhou</b>, Hong Reng and <b>Yujun Zhong</b>  University of Manchester, UK</p> <p><b>Abstract</b>—Stock market indexes play an important role in summarizing the overall performance of stocks that belong to a certain group, thus provide indication into the general market performance and could guide the trading strategy of relevant stocks. In this study, we combine the information theory and recurrent neural network modeling to first reveal important non-linear lead-lag relationships among different stock indexes, and then predictively model the stock index dynamics. We show that multiple strong directional information flows exist among different stock indexes, further some of them exhibit large time lags, thus provide useful prior knowledge for predictive modeling. Our recurrent neural network model successfully captures the temporal dynamics of the S&amp;P 500 index. Sensitivity analysis further reveals that internal memory length in the neural network is one of the most important controlling factors contributing the model performance.</p>
UJ2100	<p>Psychological Contract and Turnover Intention: The Moderating Role of Social Network  <b>Zhen Yan</b> and Zuraina Bt Dato Mansor  Universiti Putra Malaysia, Malaysia</p> <p><b>Abstract</b>—It is well known that retaining organizational staff has been a critical challenge for most human resource managers in various industries nowadays. From a managerial perspective, it is more important today than ever before to attract and retain high-quality employees. According to previous studies, many scholars demonstrated that psychological contract has a negative impact on employees' withdrawal behavior. To be specific, two sub-dimensions of psychological contract, the so called relational psychological contract and transactional</p>

	<p>psychological contract between the employees and organization have an important impact on employees' turnover intention. And in current study, it is highlighted that the effect of social network as a moderator on the relationship between psychological contract and turnover intention.</p>
UJ3006	<p>Analysis on Current Situation of Standards for Thang-ga in China  <b>Hanfang Hou</b>, Huan Chen and Jiaqi Zhao  China National Institute of Standardization, China</p> <p><b>Abstract</b>—In this paper, the author demonstrates the importance of development and utilization of standard archive information resources on development of standard archiving, management of standard preparation and revision, cultivation of talents in standardization, promotion and popularization of standardization, and puts forward ideas for researches on development and utilization of standard archive information resources by analyzing the current status, existing problems, as well as the progress of researches on development and utilization of standard archive information resources in and out of China.</p>
UJ3029	<p>Advantages and Disadvantages of Third Party Payment Method and Traditional Payment Method  <b>Zhiyong Zhang</b> and <b>Mingxu Chen</b>  Wuhan University of Science and Technology, China</p> <p><b>Abstract</b>—With the rapid development of China's Internet and e-commerce, e-payment has attracted more and more attention and its market scale is expanding. Third-party payment mode has gradually become the most widely used payment form in e-commerce due to its advantages of safety, stability and quickness, among which Alipay and WeChat are the most common. How to correctly recognize the advantages and disadvantages of the new payment method and continuously improve the payment method in daily application is an important issue for relevant departments and enterprises to study. This paper expounds the background, development, advantages and disadvantages of third-party payment. Finally, it analyzes the development prospect of third-party payment and puts forward several strategies to optimize the application of third-party payment. The purpose of this study is to clarify the advantages and disadvantages of the third-party payment method and the traditional payment method, and to provide some reference for the effective application of third-party payment.</p>
UJ3031	<p>Prediction of the Impact of Comprehensive Property Tax on Local Fiscal Revenue: Take Chongqing as an example  <b>FU Yuan</b> and YE Gui  Chongqing University, China</p> <p><b>Abstract</b>—Tax is an important support of local financial revenue. In recent years, with the rapid development of the real estate industry, the potential tax revenue of high housing prices has aroused wide attention of policymakers. Previous studies have shown that levying real estate tax has a good moderating effect on housing prices for a period of time, and can increase local fiscal revenue to a certain extent. This paper will take Chongqing as an example to predict and analyze the impact of the levy of property tax in 2020 on local fiscal revenue. In this paper, unary linear regression model is selected to calculate the price of urban residential commercial housing in Chongqing city in 2020. Based on the urban per capita residential area of 2008-2015 years in Chongqing, the grey system model is utilized to predict the per capita residential area of Chongqing cities and towns in 2020. Eventually, considering the time value of funds, the proportion of real estate tax revenue to the fiscal revenue of the year is measured, and the impact of comprehensive property tax on local fiscal revenue is evaluated.</p>

<p><b>UJ3012</b></p>	<p>Applying Work Breakdown Structure Technology in Standardization Organizations Evaluation  <b>Wei PAN</b>, Lixin YIN and Huan CHEN  China National Insitute of Standardization, China</p> <p><b>Abstract</b>—This paper introduces the definition of work breakdown structure technology and the usage of the technology. The possibility of applying work breakdown structure to optimize and improve the current standardization organizations evaluation indicators has been discussed. The indicators have been considered and established by decompose the standardization organization works from quantity, quality and efficiency aspects. Twenty standardization organizations are randomly selected to verify the availability and rationality of those indicators.</p>
<p><b>UJ3010</b></p>	<p>Analysis on Development and Utilization of Standard Archive Information Resources  <b>Lixin Yin</b> and Dongjian liu  China National Institute of Standardization, China</p> <p><b>Abstract</b>—In this paper, the author demonstrates the importance of development and utilization of standard archive information resources on development of standard archiving, management of standard preparation and revision, cultivation of talents in standardization, promotion and popularization of standardization, and puts forward ideas for researches on development and utilization of standard archive information resources by analyzing the current status, existing problems, as well as the progress of researches on development and utilization of standard archive information resources in and out of China.</p>

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**2019 The 3rd International Conference on E-Business and Internet (ICEBI 2019)** will be held during **November 09-11, 2019**, in **Prague, Czech Republic**. ICEBI 2019 focuses on cutting-edge results in E-Business and Internet. It aims at bringing together researchers and practitioners who are interested in e-Business technology and its current applications.

## Publication



The accepted papers by ICEBI 2019 published in conference proceeding by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by **EI Compindex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science). **ISBN: 978-1-4503-7170-4**

## Topics

Topics of interest for submission include, but are not limited to:

- |   |                                 |
|---|---------------------------------|
| e-Business                              | Business process integration    |
| Enterprise application integration      | e-Work                          |
| Business process re-engineering         | Inter-workflow                  |
| Virtual enterprises and virtual markets | Mobile business                 |
| Supply, demand, and value chains        | e-Commerce                      |
| Virtual organizations and coalitions    | Business-to-business e-commerce |
| Customer relationship management        | Business-to-consumer e-commerce |
| e-Collaboration and e-Services          | E-government, policy and law    |

## Submission Methods

1. Email: [icebi@iedrc.net](mailto:icebi@iedrc.net)
2. Electronic Submission System: <http://confsys.iconf.org/submission/icebi2019>.

## Important Dates

Submission Deadline	September 10, 2019
Notification Deadline	September 30, 2019
Registration Deadline	October 15, 2019
Registration Deadline	November 09-11, 2019

[www.icebi.org](http://www.icebi.org)





**2019 The 8th International Conference on Business, Management and Governance (ICBMG 2019)** will be held in **The University of Western Australia, Perth, Australia** during **November 18-20, 2019**. The conference is sponsored by IEDRC and co-sponsored by The University of Western Australia Business School. It aims to provide a forum for researchers, scientists, engineers, and scholar students from both the industry and the academia to share their newest research findings and results.

## Publication

The accepted excellent papers by ICBMG 2019 will be recommended to international journals whose topics are related to the paper. Which journal to be recommended will be updated after your paper passed the review process. If you submitted a full paper, your paper will be through two rounds of reviewing, including the plagiarism check and a peer-to-peer review by the relevant professional of the conference committee. Generally, the whole review procedure will take 2-4 weeks (or more). If your submission was accepted, we would like to send an official notification of acceptance to all authors, as well as the review report form. Please look out for your email from the conference secretary.

## Topics

Topics of interest for submission include, but are not limited to:

Accounting	Economic Methodology
Advertising Management	Economic Policy
Business & Economics	Economic Systems
Business Ethics	Human and Social Evolutionary Complexity
Business Intelligence	Human Development based on psychological and social concepts
Business Information Systems	Human Rights Development
Business Law	Human-Computer Interactions
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- Email: [icbm@iedrc.org](mailto:icbm@iedrc.org)
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Submission Deadline	August 25, 2019
Notification Deadline	September 15, 2019
Registration Deadline	October 05, 2019
Registration Deadline	November 18-20, 2019

<http://www.icbm.org/>



We are pleased to announce that **2019 The 3rd International Conference on Software and e-Business (ICSEB 2019)** will be held in **Waseda University (Nishi-Waseda campus), Tokyo, Japan** during **December 09-11, 2019**. ICSEB 2019 is sponsored by Faculty of Science and Engineering, Waseda University. The event falls within the scope of the continuation of initiatives carried out by the IEDRC, its support for research and its efforts to facilitate networking opportunities among software and e-business researchers

## Publication



The accepted papers by ICSEB 2019 published in conference proceeding by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by **EI Compindex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science). **ISBN: 978-1-4503-7649-5**

## Topics

Topics of interest for submission include, but are not limited to:

Methods and Techniques for Software Development  
Software Maintenance  
Requirements Engineering  
Object-Oriented Technologies  
Model-driven Architecture and Engineering  
Re-engineering and Reverse Engineering  
Software Reuse  
Software Management  
Model Engineering

Software Architectures Design  
Frameworks and Design Patterns  
Architecture-Centered Development  
Component-based Design  
Middleware Components  
Software Quality  
Electronic Commerce  
Supply Chain Management Systems

## Submission Methods

5. Email: [icseb@iedrc.net](mailto:icseb@iedrc.net)
6. Electronic Submission System: <http://confsys.iconf.org/submission/icseb2019>.

## Important Dates

Submission Deadline	September 10, 2019
Notification Deadline	October 05, 2019
Registration Deadline	October 25, 2019
Registration Deadline	December 09-11, 2019

<http://www.icseb.org/>



**2020 the 11th International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2020)** in Ritsumeikan University, Osaka, Japan from **January 10 to 12, 2020**. It is conferences like this which brings us closer as researchers and friends worldwide. My hope for this conference is, regardless of our differences, that we can learn from each other and build a more globalized scholastic platform. As researchers we should find the links between different disciplines and backgrounds. With passion and collaboration, we can reach a broader realm of understanding and benefit our societies from more holistic research results.

## Publication



The accepted papers by IC4E 2020 published in conference proceeding by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by **EI Compendex** and **Scopus** and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science). **ISBN: 978-1-4503-7294-7**

## Topics

Topics of interest for submission include, but are not limited to:

Systems, Design and Technologies  
 Practices and cases in e-education  
 Systems and technologies in e-education  
 Applications and integration of e-education  
 e-learning evaluation and content  
 Business-to-business e-commerce  
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 E-government, policy and law  
 Business/Enterprise Architectures  
 Mobile and pervasive commerce

Systems, Design and Technologies  
 e-Learning platforms  
 portals and Virtual learning environments  
 Course design  
 Innovative business models  
 Enterprise application integration  
 Business process re-engineering  
 Virtual enterprises and virtual markets

## Submission Methods

7. Email: [ic4e@iedrc.org](mailto:ic4e@iedrc.org)
8. Electronic Submission System: <http://confsys.iconf.org/submission/ic4e2020>.

## Important Dates

Submission Deadline	September 10, 2019
Notification Deadline	October 05, 2019
Registration Deadline	October 25, 2019
Registration Deadline	January 10-12, 2020



