



The Twelfth Wuhan International Conference on E-Business

第十二届武汉电子商务国际会议



Lakeview Garden Hotel

湖滨花园酒店

Wuhan, China
中国 武汉

May 25-26, 2013
2013年5月25日-26日

Part I. Conference Program

Part II. Panel and Presentation Schedule

Conference Overview

✧ **Registration 注册签到**

May 24, 2013 14:30-18:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

May 25, 2013 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

✧ **Friday-May 24, 2013, Graduate Students' Workshop in IS and E-business**

信息系统与电子商务博士生论坛

Time/Room	Panel/Presentation	Room
5/24/2013 08:30-12:00	Faculty Presentations 学术演讲	Room2, Second floor, Guanhu building 观湖楼二楼第 2 会议室
5/24/2013 13:15-16:45	Students Presentations and Faculty Comments 论文宣读与专家点评	

✧ **Day 1(Saturday-May 25, 2013)**

Time/Room	Panel/Presentation	Room
5/25/2013 09:00-12:00	Opening 开幕式 Best Paper Announcement 宣布最佳论文 Keynote Address 主题报告	Second floor, Tianhe building 天何厅二楼
5/25/2013 13:15-17:45	Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文	Room1—Room4, Second floor, Guanhu building 观湖楼二楼第 1-4 会议室

✧ **Day 2(Sunday-May 26, 2013)**

Time/Room	Panel/ Presentation	Room
5/26/2013 08:30-10:00	Information Economics Seminar 信息经济学会专题研讨会	Room3-Room4, Second floor, Guanhu building 观湖楼二楼第 3、4 会议室
5/26/2013 10:15-11:45	China Association for Information Systems(CNAIS) Session 信息系统协会中国分会专题研讨会	
5/26/2013 13:15-17:45	Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文	Room3, Second floor, Guanhu building 观湖楼二楼第 3 会议室
5/26/2013 13:15-15:15	Gangnam Style Presentation and German Graduate Student Workshop 江南 Style 式学术演讲和德国研究生论坛	Room4, Second floor, Guanhu building 观湖楼二楼第 4 会议室
5/26/2013 15:30-17:45	Guidance for Recommended Papers to Sponsored Journals 会议录取的推荐期刊论文辅导专题会	

The Twelfth Wuhan International Conference on E-Business

May 25-26, 2013

Lake View Garden Hotel ,Wuhan, China

2013年 5月25日-26日

湖滨花园酒店 武汉中国

Part I. Conference Program

Registration 注册签到

May 24, 2013

14:30-18:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

May 25, 2013

07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

Friday-May 24, 2013

Graduate Students' Workshop in IS and E-business 信息系统与电子商务博士生论坛

Room2, Second floor, Guanhu building(观湖楼二楼第 2 会议室)

Chair- Kanliang Wang 王刊良, Professor, Renmin University of China

8:30-8:50 **Opening comments**

8:50-9:40 **Faculty Presentations I**

Title: Data-driven Business & Management Innovations

Kanliang Wang 王刊良, Professor, Renmin University of China

9:40-10:00 **Break**

10:00-11:50 **Faculty Presentations II**

Title: Research Opportunities in the Big Data Era

Juan Feng 冯娟, Professor, City University of Hong Kong

Title: Big Data and eHealth Research

Xitong Guo 郭熙铜, Professor, Harbin Institute of Technology

12:00-13:15 **Lunch**

13:15-15:15 **Students Presentations and Faculty Comments**

- Mu Du, Xiangpei Hu, Kuanjiu Zhou, *A New Agri-food Business Mode based on WoT: the Improvement of Producing, Distributing and Tracing*

- Chao Li, Xiangpei Hu, *The IoT-Based Mobile Monitoring System for Patients with Cardiovascular Diseases*
- Tiejun Wang et al, *Quantitative Trading Informed by Internet Based Media*

15:15-15:30 **Break**

15:30-16:45 **Panel Discussion – Coping with the challenge of Big Data**

Chair: *Kanliang Wang*

Panelists: *Juan Feng, and Xitong Guo*

Day 1 (Saturday-May 25, 2013)

09:00-9:30 **Opening 开幕式** (Second floor ,Tianhe building, 天何厅二楼)

Chair- *Jing Zhao* 赵晶, Co-Chair, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences(CUG), China

致词:

Welcome – *Yanxin Wang* 王焰新, President of China University of Geosciences, China

Welcome – *Doug Vogel*, President of Association for Information Systems (AIS) , City University of Hong Kong, China

Welcome – *Kanliang Wang* 王刊良, Vice Chairman of China Association for Information Systems (CNAIS), School of Business, Renmin University of China

Welcome – *Juergen Seitz*, Co-Chair, Baden-Württemberg Cooperative State University, Heidenheim, Germany

Welcome – *Liang Yan* 严良, Dean of School of Economics and Management of CUG

09:30-09:50 **Group photo taking 合影**

09:50-10:00 **Best paper announcement 宣布最佳论文**

(Second floor ,Tianhe building, 天何厅二楼)

Chair- *Wilfred V. Huang*, Co-Chair, Alfred University, USA

10:00-12:00 **Keynote Address 主题报告**(Second floor ,Tianhe building, 天何厅二楼)

Chair- *Han Zhang* 张晗, Georgia Institute of Technology, USA

Title: *eHealth Perspectives and Considerations*

Doug Vogel, Professor of Information Systems of City University of Hong Kong

Title: *IT-Enabled Management of Interfirm Relationships for Value Co-Creation*

Arun Rai, Regents' Professor of the University System of Georgia, Harkins Chair of Information Systems at the Robinson College of Business at Georgia State University

- 12:00-13:15 **Lunch in Kangtai building** 午餐(康泰厅)
- 13:15-15:15 **Special Address and Concurrent Sessions for Paper Presentation**
(Room1—Room4, Second floor, Guanhu building)
特邀报告和分会场宣读论文(观湖楼二楼第 1-4 会议室)
- 15:15-15:30 **Coffee Break** 休息
- 15:30-17:45 **Special Addresses and Concurrent Sessions for Paper Presentation**
(Room1—Room4, Second floor, Guanhu building)
特邀报告和分会场宣读论文(观湖楼二楼第 1-4 会议室)
- 18:00 **Leaving for Reception in Kangtai building**
步行至康泰厅参加欢迎宴会
- 18:15-19:00 **Reception** 欢迎宴会
- 19:30-20:30 **A Visit to Museum of Geosciences** 参观逸夫博物馆(中国地质大学校区)

Day 2 (Sunday-May 26, 2013)

- 08:30-10:00 **Information Economics Seminar**
(Room3-Room4, Second floor, Guanhu building)
信息经济学会专题研讨会(观湖楼二楼第 3-4 会议室)
Chair: *Yong Pan* (潘勇), Professor, School of E-Commerce and Logistics management, Henan University of Economics and Law, China
Speakers:
Title: Price dispersion under the Adverse Selection Environment in E-Commerce
Yong Pan (潘勇), Professor, School of E-Commerce and Logistics management, Henan University of Economics and Law, China
Title: Information research in mobile commerce
Xiaoli Huang (黄晓丽), Assistant Professor, Sun Yat-sen Business School, Sun Yat-sen University, China
Title: Drivers for Strategic Choice of Open Information Services in SMEs
Yan Yu(余艳), Assistant Professor, School of Information, Renmin University of China, China
- 10:00-10:15 **Coffee Break** 休息
- 10:15-11:45 **China Association for Information Systems (CNAIS) Session**

(Room3-Room4, Second floor, Guanhu building)

信息系统协会中国分会专题研讨会(观湖楼二楼第 3-4 会议室)

Chair: *Yongbo Xiao* (肖勇波), Associate professor, School of Economics and Management, Tsinghua University, China

Speakers:

Title: Managing the Portfolio of Probabilistic Goods

Yongbo Xiao (肖勇波), Associate professor, School of Economics and Management, Tsinghua University, China

Title: Combined Sales-effort and Inventory Control under Demand Uncertainty

Xiaolin Xu (徐小林), Associate professor, School of Business, Nanjing University, China

Title: On the Structural Analysis of Stock-dependent Demand Problems:
Integrating the Promotional and Service Roles of Inventories

Yi Yang (杨翼), Assistant Professor, School of Management, Zhejiang University, China

11:45-13:15 **Lunch in Kangtai building** 午餐 (康泰厅)

13:15-15:15 **Special Addresses and Paper Presentations**

(Room3, Second floor, Guanhu building)

分会场宣读论文 (观湖楼二楼第 3 会议室)

13:15-15:15 **Gangnam Presentation and German Graduate Student Workshop**

(Room4, Second floor, Guanhu building)

江南 Style 式学术演讲和德国研究生论坛 (观湖楼二楼第 4 会议室)

Chair: *Juergen Seitz*, Professor, Baden-Württemberg Cooperative State University, Heidenheim, Germany

{13:15-14:15} **Faculty Presentation**

Title: Presenting - Gangnam Style Talk

Yesha Sivan, Professor, Tel-Aviv-Yaffo Academic College, Israel

{14:15-15:15} **Students Presentations**

Title: Improving Aftermarket Business by Using RFID Technology

Patrick Lis, Baden-Württemberg Cooperative State University, Heidenheim, Germany

Title: Social Media in SMEs – How SMEs can benefit from Social Media

Simon Schoenauer, Baden-Württemberg Cooperative State University,
Heidenheim, Germany

Description: The session details "Learning to academically present the Gangnam Style". Academics are often faced with the need to present, be it in teachings, conferences, or job talks. In this talk, Prof Sivan, will present some key lessons in developing your own personal style of presentation. In the meantime, students from Germany to present their research papers, and to interact with scholars and students at WHICEB 2013.

15:15-15:30 Coffee Break 休息

15:30-17:45 Special Addresses and Paper Presentations

(Room3, Second floor, Guanhu building)

分会场宣读论文(观湖楼二楼第3会议室)

15:30-17:45 Guidance for Recommended Papers to Sponsored Journals

(Room3, Second floor, Guanhu building)

会议录取的推荐期刊论文辅导专题会(观湖楼二楼第4会议室)

Chair: *Wilfred V Huang*, Professor, Alfred University, U.S.A.

Participants:

Juergen Seitz, Professor, Baden-Württemberg Cooperative State University,
Heidenheim, Germany

Cheickna Sylla, Professor, New Jersey Institute of Technology, U.S.A

Zhen Zhu (朱镇), Assistant Professor, China University of Geosciences,
Wuhan, China

Participants: Authors of recommended papers in WHICEB 2013

Description: This is a session for the authors of recommended papers in WHICEB 2013 meeting with several editorial board members. It will be an interactive information session. The editorial board members will discuss the paper with each participant, giving each a feedback on constructive ideas and plans to enhance their papers for publication. Any papers after revision can be followed up again by the editorial board members after the conference.

17:45 Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)
步行至艳阳天酒店(湖滨花园酒店西侧)

18:00-19:00 Dinner

Closing Address 闭幕致词

Paul Tu, University of Calgary, Canada

Part II Panel and Presentation Schedule

Panel Schedule

Presentation Session Topics

Time	Room1	Room2	Room3	Room4
5/25/2013 13:15-15:15	Economic Models for E-business Value Management	Online Marketing Strategy	Adoption of the Emerging Internet Technology	New Methods for Enabling E-business Operations
5/25/2013 15:30-17:45	Collaboration and Governance in E-business Environment	Human Behavior in Online Social Networking	Online Service Strategy in Emerging Economies	Pricing Methods and Service Operations
5/26/2013 13:15-15:15	—	—	E-business Opportunities and Risk management	—
5/26/2013 15:30-17:45	—	—	Entrepreneurship and Economic Development	—

Rooms 1-4, Second floor, Guanhu Building (观湖楼二楼, 第 1-4 会议室)

Presentation Session Chairs 会场主席

Time	Room1	Room2	Room3	Room4
5/25/2013 13:15-15:15	Bob Carasik	Cheickna Sylla	Michael Qiao	Xin Xu
5/25/2013 15:30-17:45	Ning Nan	Juergen Seitz	Gatautis Rimantas	Xitong Guo
5/26/2013 13:15-15:15	—	—	Zongqing Zhou	—
5/26/2013 15:30-17:45	—	—	Paul Tu	—

Rooms 1-4, Second floor, Guanhu Building (观湖楼二楼, 第 1-4 会议室)

Special Addresses 特邀报告

Time	Presenter	Title	Room
5/25/2013 13:15-13:45	<i>Ning Nan</i> University of British Columbia, Canada	Information Technology and Hypercompetition	Room1
	<i>Han Zhang</i> Georgia Institute of Technology, USA	Emotion Arousal in Online Word-of-Mouth: An Experimental Exploration	Room2
	<i>Alex Mackinnon,</i> University of Stirling, UK	The Evolution of Values: Introducing an IT/IS Strategic Perspective on Cultural Factors	
	<i>Gatautis Rimantas</i> Kaunas university of technology, Lithuania	Impact of ICT use in the private and public sectors	Room3
	<i>Wil Huang</i> Alfred University, USA	Does Online Video-Sharing Advertising Have Diffusion Gene?	Room4
5/25/2013 15:30-16:00	<i>Bob Carasik,</i> Wells Fargo Bank, USA	IT Infrastructure for High-Frequency Trading	Room1
	<i>Cheickna Sylla,</i> New Jersey Institute of Technology, Newark, USA	IT Evaluation model for social-technical systems	Room2
	<i>Michael Qiao</i> George Brown College, Canada	Comparative Study on the Hotel Rating System between China and North America	Room3
	<i>Rudenko Sergii,</i> Odessa National Maritime University, Ukraine	Project-orientated methodology of the environmental management in the territorial ecological-economic systems	Room4
5/26/2013 13:15-13:45	<i>Mathew Lee</i> City University of Hong Kong, P.R.China	The Side of Trust in Online Retailing Environment: The Role of Coupon Proneness	Room3
5/26/2013 15:30-16:00	<i>Yesha Y. Sivan</i> Tel Aviv Academic College, Israel	From Doers to Leaders: Top 10 things CIO's should know	Room3

Paper Presentations

May 25- ROOM 1 Second floor, Guanhu Building

观湖楼二楼，第 1 会议室

Theme: Economic Models for E-business Value Management

Chair: *Bob Carasik*, Wells Fargo Bank, USA

Time	Paper Title	Presenter	Paper ID
13:15	Information Technology and Hypercompetition	Ning Nan	Special address
13:45	A Resource Mapping Framework for Value Co-Creation In Social Media	Qian Yuan	EB10145
14:00	The Research of Health Assessment of E-Business Ecosystem	Wanying Shi	EB10150
14:15	The Influence Mechanism of Overseas Investment Bank Rating on Stock Fluctuation of Chinese Internet Enterprise in Credit Crisis	Xiaoling Li	EB10213
14:30	Research on Value Creation Regarding SaaS-Based B2B2C E-Commerce Model	Juan Li	ITIS110067
14:45	An Empirical Study on The Relationship Between Entrepreneur's Reputation and Financing Constraints	Min Zhang	KMBI180200
15:15	Coffee Break		

Theme: Collaboration and Governance in E-business Environment

Chair: *Ning Nan*, University of British Columbia, Canada

Time	Paper Title	Presenter	Paper ID
15:30	IT Infrastructure for High-Frequency Trading	Bob Carasik	Special address
16:00	Which Location to Register For Sellers in C2C E-Market in China? A Study on Taobao.Com	Dongpu Fu	HB270260
16:15	An Empirical Study of the Creation of Online Collaborative Capability from Formal Governance Perspective	Xiaokuan Shen	EB10247
16:30	* Best Paper Nomination The Impact of Boundary Spanning Capability on Success of Offshore IS Outsourcing	Bo Yang	EOSM460201
16:45	Impact of Need for Control on Multichannel Consumers' Convenience Expectations of Online Order/In-store Pickup Service	Hao Ma	EOSM460203
17:00	Retail Supply Chain Coordination and Collaborative Optimization	Wenjie Wang	EOSM460212
17:15	Analysis of Evaluation System of Customer Experience in the Background of Multi-channel	Lu Zhang	EOSM460177

May 25- ROOM 2 Second floor, Guanhu Building

观湖楼二楼，第2会议室

Theme: Online Marketing Strategy

Chair: Cheickna Sylla, New Jersey Institute of Technology, Newark, USA

Time	Paper Title	Presenter	Paper ID
13:15	Emotion Arousal in Online Word-of-Mouth: An Experimental Exploration	Han Zhang	Special address
13:45	The Evolution of Values: Introducing an IT/IS Strategic Perspective on Cultural Factors	Alex Mackinnon	Special address
14:15	A Study of the Effectiveness of Online Scarce Promotion—Based on the Comparison of Planned Buying and Unplanned Buying	Xishu Zheng	EB10153
14:30	Study on the Value Promotion and Development Strategy of Smart Tourism	Huiying Chen	IMIT370178
14:45	The Exploration for E-commerce Sustainable Marketing	Huijuan Yang	EB10259
15:15	Coffee Break		

Theme: Human Behavior in Online Social Networking

Chair: Juergen Seitz, Baden-Württemberg Cooperative State University, Germany

Time	Paper Title	Presenter	Paper ID
15:30	IT Evaluation model for social-technical systems	Cheickna Sylla	Special address
16:00	Gender Discrimination towards Borrowers in Online P2P Lending	Hao Lou	EB10102
16:15	What Drives Users to Follow Companies' Microblogs? An Elaboration Likelihood Model Perspective	Kem Z.K. Zhang	HB270134
16:30	Exploring the Factors Determining Individuals' SNS Continuance: An Empirical Study in the Chinese Context	Hongxiu Li	HB270264
16:45	Roles of community commitment and community atmosphere: an empirical study of online community success	Lili Liu	HB270156
17:00	Relationship Between Online and Offline Social Capital: Evidence from a Social Network Site in China	Mochen Yang	HB270157
17:15	* Best Paper Nomination Cultural And Review Characteristics in The Formation of Trust In Online Product Reviews: A Multinational Investigation	Zhen Zhu	HB270136

May 25- ROOM 3 Second floor, Guanhu Building

观湖楼二楼，第3会议室

Theme: Adoption of the Emerging Internet Technology

Chair: Michael Qiao, George Brown College, Canada

Time	Paper Title	Presenter	Paper ID
13:15	Impact of ICT Use in the Private and Public Sectors	Gatautis Rimantas	Special address
13:45	The Effect of Perceived Risks on Users' Intention to Adopt Location Based Service	Rong Lei	EB10162
14:00	Why People Adopt Social Networking-based Mobile Data Service - A Fit Perspective	Xiaoliang Shen	HB270155
14:15	An Empirical Study of User Acceptance on Medical and Health Website Based on UTAUT	Jiaojiao Lu	HB270236
14:30	* Best Paper Nomination Determinants of Multichannel Consumer Switching Behavior: A Comparative Analysis of Search and Experience Products	Li Zhang	EB10171
14:45	Influence Factors of E-commerce Adoption: An Empirical Research in Special Markets	Peiji Shao	ITIS110129
15:15	Coffee Break		

Theme: Online Service Strategy in Emerging Economies

Chair: Gatautis Rimantas, Kaunas university of technology, Lithuania

Time	Paper Title	Presenter	Paper ID
15:30	Comparative Study on the Hotel Rating System between China and North America	Michael Qiao	Special address
16:00	More is better than less? The influence mechanisms of e-sellers' service guarantee	Silu Yu	EB10205
16:15	Analysis of E-service delivery process based on blueprint-A case study in CBERS 02B Satellite	Jiahua Jin	EB10227
16:30	Development and Validation a comprehensive instrument to measure customer perceived service quality of mobile data services	Qian Su	EOSM460246
16:45	The Personalization Willingness Paradox: An Empirical Evaluation of Sharing Information and Prospective Benefit of Online Consumers	Yunxia Zhao	HB270222
17:00	Research to the Current Situation of Small and Medium-Sized Enterprises Public Service Platform of China	Lele Xia	IMIT370238
17:15	The Impact of Communication Style Similarity on Customer's Perception of Virtual Advisory Services: A Similarity Theory Perspective	Manning Li	ITIS110266

May 25- ROOM 4 Second floor, Guanhu Building

观湖楼二楼，第4会议室

Theme: New Methods for Enabling E-business Operations

Chair: Xin Xu, School of Economics and Management, Tsinghua University, China

Time	Paper Title	Presenter	Paper ID
13:15	Does Online Video-Sharing Advertising Have Diffusion Gene?	Wil Huang	Special address
13:45	Cultural Recontextualization in E-business Web Design: A Socio-cognitive Model	Caishun Zhong	HB270180
14:00	Research on the Model of Making a Price Match Based-on Automatic Negotiated Price for Electronic Commerce	Yong Zhang	EB10242
14:15	The Determinants of Online Payment Method Choice: Insight from an Eye-Tracking Study	Linfeng Hu	HB270237
14:30	* Best Paper Nomination A Penny for Your Words: The Effect of Online Review Reward on Information Richness and Sentiment Expression	Lu Wang	EB10194
14:45	Authenticated Key Agreement Protocol Based on a Matrix Group and Polynomial Ring over a Finite Field	Jun Yang	ITIS110243
15:15	Coffee Break		

Theme: Pricing methods and Service Operations

Chair: Xitong Guo , Harbin Institute of Technology, China

Time	Paper Title	Presenter	Paper ID
15:30	Project-orientated Methodology of the Environmental Management in the Territorial Ecological-economic Systems	Rudenko Sergii	Special address
16:00	Dynamic Pricing With the Counter-Conformity, Conformity and Non-Conformity of Consumer Behavior	Sha Chen	EB10096
16:15	A Game Model for the Pricing of the Government's Subsidy in the Green Supply Chain for Home Appliances Industry in China	Ai Xu	EB10282
16:30	Pricing Model of Credit Default Swap based on Jump-Diffusion Process and Volatility with Markov Regime Shift	Xueping Xiao	IMIT370103
16:45	The Impact of Trust and Collaboration Pattern on Farmers' Learning Willingness and Enterprises' Knowledge Transfer Intension: Evidence of China	Yanan Ma	KMBI180244
17:00	MLE+MNL Leadtime Pricing	Paul Tu	EOSM460111

May 26- ROOM 3 Second floor, Guanhu Building

观湖楼二楼，第3会议室

Theme: E-business Opportunities and Risk management

Chair: Zongqing Zhou, College of Hospitality and Tourism Management, Niagara University, USA

Time	Paper Title	Presenter	Paper ID
13:15	The Side of Trust in Online Retailing Environment: The Role of Coupon Proneness	Mathew Lee	Special address
13:45	Price Wars: Innovation or Doom for E-business Development?	Lifeng Tao	HB270147
14:00	Digital Music Copyright Protection Dilemma-a Discussion on Draft Amendments of China's Copyright Law	Yimeei Guo	EB10058
14:15	A Study on Key Factors of Internet Firms' Growth	Gao Jiang	EB10183
14:30	Opportunistic Claiming Behavior in Two-sided Market	Wenyan Zhou	HB270235
14:45	Factors That Influence Online Purchasing of Luxury goods in Wuhan	Lingyuan Cui	HB270193
15:15	Coffee Break		

Theme: Entrepreneurship and Economic Development

Chair: Paul Tu, SCHULICH School of Engineering, University of Calgary, Canada

Time	Paper Title	Presenter	Paper ID
15:30	From Doers to Leaders: Top 10 things CIO's should know	Yesha Y. Sivan	Special address
16:00	Cluster's Competitiveness of Photoelectron Industry of Optics Valley of Wuhan Based on the GEM Model	Zhenqi Zhang	KMBI180143
16:15	Study on Employee Satisfaction in Enterprises—Based on the Empirical Analysis of Ningbo Foreign Trade Enterprises	YuHan Jiang	EOSM460220
16:30	Empirical Study on the M&A(merger and acquisition) performances of China energy enterprises	Jingfeng Yin	EOSM460240
16:45	The Empirical Study on relationship among Ethical Institution, Corporate Social Performance and Corporate Performance	Chuanquan Shen	EOSM460249
17:00	Research on the Relationship between Intellectual Capital and Corporate Value: Based on Life Cycle Theory	Dongwei Li	KMBI180188

Lakeview Garden Hotel

