

TIRMSCM 2007

International Symposium of 2007 Technology Innovation, Risk Management and Supply Chain Management

TIME	Thursday 1st November 2007 TECHNICAL PROGRAMME
09:00~14:00	Pre-registration & Reception Building 3
14:00~14:30	Opening Addresses & Welcome Remarks Building 1
14:30 15:30	Keynote Speech
	Speaker 1: Professor Tzong-Ru Lee, Taiwan Chung Hsing University
	Topic: Integrating the Concepts of Supply Chain Management, Risk Management and Innovation by Management tools
	Speaker 2: Professor Li-rong Cui, Beijing Institute of Technology(China)
15:30~16:00	Break
16:00 17:00	Speaker 3: Professor Alan Porter, Search Technology, Inc., and Technology Policy & Assessment Center, Georgia Tech (USA)
	Topic: "Tech Mining" to Drive Open Innovation
	Journal Speaker: Desheng Dash Wu, Director of RiskChina Research Center, University of Toronto, Canada
	Journal publication, paper writing style---a discussion with Chinese scholars from this conference
17:30—20:30	Dinner Banquet at Beijing Friendship Hotel

TIME	Friday 2 th November 2007 TECHNICAL PROGRAMME				
08:00 09:40 (Meeting Hall)	Track A1 Supply Chain Management	Track B1 Technology Innovation Management	Track C1 Technology Innovation Management	Track D1 Technology Innovation Management	Track E1 Risk Management
	Chairperson: Professor Tzong-Ru Lee, Taiwan Chung Hsing, University Taiwan	Chairperson: Prof. Zhu Dong-hua Beijing Institute of Technology China	Chairperson: Prof. Wang Dao-ping The University of Science and Technology Beijing China	Chairperson: Prof. Alan Porter, Search Technology, Inc., and Technology Policy & Assessment Center, Georgia Tech ,USA	Chairperson: Prof. Cui Li-rong Beijing Institute of Technology China
	RESEARCH ON TASK ASSIGNMENT IN SUPPLY CHAIN BASED ON BINARY TREE OF BOM Na Gao, Song-Zheng Zhao , Heng Xu China	BROADBAND ACCESS IN DEVELOPING COUNTRIES: ACCESS TECHNOLOGIES, POLICY ISSUES AND SOLUTION Muhammad Khalil SHAHID, Ren Jie, Tang Shou-lian Pakistan	THE IMPACT OF ABSORPTIVE CAPABILITY, COOPERATIVE COMPETENCY AND KNOWLEDGE INTEGRATION ON NEW PRODUCT DEVELOPMENT PERFORMANCE* Jian Zhaoquan, Wu Longzeng, He Ziwei China	INNOVATION NETWORK IN HARVEST Wang xuan China	FORMING DISTRIBUTION STRATEGY THROUGH CONSUMERS' MOTIVES IN PROMOTION OF SPORT MARKETING EVENTS Tzong-Ru Lee, Jiun-Hung Lin, Xiang-Ting Su1
	LATE PRODUCT INDIVIDUALISATION IN THE SUPPLY CHAIN ----A NEW LOGISTIC CHALLENGE Lothar Schulze , Marcus Gerasch, Sebastian Mansky Germany	A MORE COMPLETE AND INTEGRATIVE MODEL OF INNOVATIONS: ENTREPRENEUR, SOCIAL CAPITAL AND KNOWLEDGE Qian Bin, Lv Shuli China	EXPLORING CRITICAL FACTORS OF MULTIMEDIA MESSAGING SERVICE – A QUALITATIVE CASE STUDY IN TAIWAN Shuchih Ernest Chang , Ying-Jiun Hsieh Taiwan	TECHNOLOGY INNOVATION STRATAGEM OF TECHNOLOGY-BASED SMALL-AND MEDIUM-SIZED ENTERPRISES Zhang Liwei, Wang Xuefeng, Zhu Donghua China	T ENTERPRISE RISK MANAGEMENT: A DEMONSTRATION OF MULTIPLE CRITERIA ANALYSIS IN INFORMATION SYSTEM RISK David L. Olson, Desheng Dash Wu Canada
	DAIRY-PRODUCT SUPPLY CHAIN COORDINATION MODEL BASED ON STACKELBERG GAME	CONTRAST TESEARCH ON REGIONAL KNOWLEDGE CAPABILITY AND REGIONAL	STUDY OF THE ENTERPRISE PERFORMANCE IMPROVEMENT BASED ON THE SYSTEM	FORECASTING MODEL FOR CAPITAL MARKET BASED FRACTAL INTERPOLATING	RESEARCH ON THE EARLY WARNING SYSTEM OF INDUSTRIAL SECURITY BASED

	Wang Xinli China	KNOWLEDGE ABSORBABILITY BASED ON KNOWLEDGE SPILLOVERS Zhu Meiguang China	DYNAMICS Zhou Ye, Zhang Mei-qing, Luo Min, Jia Weiqiang China	Xu Liang China	ON APCA & BPNN Wang Peizhi, Liu Xinying, Li Hong China
	THE IMPACT OF SUPPLY CHAIN QUALITY ORIENTATION ON SUPPLIER AND CUSTOMER RELATIONSHIPS Roaimah Omar, Ramayah T., Suhaiza Zailani Malaysia	AN EXTENSION OF TOPSIS TO MAGDM WITH UNCERTAIN LINGUISTIC INFORMATION Pei Feng, Liu Xin-bao, Yang Shan-lin China	A MODEL OF THE BASIC RESEARCH PERFORMANCE EVALUATION IN UNIVERSITIES Li Qianmu , Qi Yong, Sun Haihua China	EMPIRICAL STUDY ON ECONOMICALLY DEVELOPMENTAL LEVEL OF SPECIALIZED-TOWN AND THE ABILITY OF TECHNICAL INNOVATION IN GUANGDONG PROVINCE Wei Xiao-hong, Zhang Ju-mei China	APPLICATION OF BAYESIAN NETWORKS IN THE RISK DECISION OF MINING INVESTMENT Liu Wensheng, Zeng Fengzhang China
	Coordination Mechanism of Return Contract in Supply Chain under Stochastic Demand Wang Juxiang, Wang Qingjin, Sang Shengju China	THE RESEARCH ON THE FORECASTING EQUATION SHOWER OF THE FUEL SAVING RATE OF PASSENGER CARS Liu Hai-Dong, Liu Guo-Liang China	ANALYSIS OF THE BASIC CONCEPTION, CONTENT AND STRUCTURE OF ERM PATTERN Zhang Yingyu, Li Zhixiang, Bo Xiaodong, Li Hejun China	THE RESEARCH ON KNOWLEDGE SPILLOVERS BASIN PHENOMENON BASED ON SPATIAL KNOWLEDGE SPILLOVERS OF CHINA Zhu Meiguang, Han Botang China	RESEARCH ON CREDIT RISK EVALUATION BASED ON BP NEURAL NETWORK Wang Mingzhe, Zhou Chao, Yang Dongpeng China
	SUPPLY CHAIN MRP THEORY AND CASE ANALYSIS----A CASE ANALYSIS ON ZTE COMPANY IN CHINA Wang Zhe China	THE RESEARCH FOR THE MECHANISM ABOUT THE TECHNOLOGICAL MARKET PROMOTING THE TECHNOLOGICAL INNOVATION Tan Kaiming, Wei Shihong China	STUDY ON POLICY FOR TECHNOLOGY TRANSFER OF MILITARY INDUSTRIES BASED-ON THEORY OF KNOWLEDGE VALUE Fan Jianmin, Hou Guangming China	EXAMAING THE ROLE OF INNOVATION DIFFUSION FACTORS ON THE IMPLEMENTATION SUSCCES OF INFORMATION SYSTEMS: THE CASE OF ELECTRIC POWER CORPORATION IN CHINA Xu Qing, Liao Weihong, Sun Yuan China	RISK ASSESSMENT IN PRODUCT DEVELOPMENT Xie Xiaoling, Hu Xiaoling China
09:40~10:00	Tea Break				
	IMPACT OF SUPPLY CHAIN MANAGEMENT (SCM) ON NEW PRODUCT DEVELOPMENT SUCCESS	RESEARCH ON THE APPRAISAL AND SELECTION PLAN OF PROJECT SUPPLIER AND ITS APPLIED RESEARCH	PRESENT SITUATION, PROBLEMS AND STRATEGY OF TECHNOLOGY IMPORT Zhang Xiaosu, He Haiyan	A MODEL OF KNOWLEDGE SUPPLY BASED ON THE BUSINESS PROCESS Cui Yong, Li Ya-feng, Wei Xin	Charter Value, Official Implicit Insurance and Risk-taking Behaviors of Chinese Banks Li Yanping, Han Liyan

<p style="text-align: center;">10:00</p> <p style="text-align: center;"> </p> <p style="text-align: center;">12:00</p> <p style="text-align: center;">(Meeting Hall)</p>	Lok Ken-Shin, Abu Bakar Hamid, Rohaizat Baharun Malaysia	Liu Shuqing, Song Zhankui China	China	China	China
	A STUDY ON MULTIPERIOD SUPPLY CHAIN NETWORK EQUILIBRIUM MODEL Zhang Tiezhu, Zhou Qian China	SPILOVER AND COMPETITION: EVIDENCE FROM MNCS' AND DOMESTIC CORPORATIONS' PATENTING ACTIVITIES IN CHINA Wang Jian China	ENTERPRISE'S TECHNICAL ABILITY AND THE CHOICE OF INNOVATION APPROACH Yan-chao Sheng China	BASED ON KNOWLEDGE NETWORK HIGH-TECH ENTERPRISE R&D CAPACITY GROWTH Ji HuiSheng, Lu FengJun China	CREDIT RISK EVALUATION MODEL WITH ASIAN OPTION CHARACTERISTICS Li Xuan, Wu Qizong, Zhang Chenyu, Xu Xiaoli China
	DISCUSSION OF THE FUTURE E-TRADE DEVELOPMENT STRATEGY FOR TAIWAN – CASE STUDY OF KNET, KOREA Shrane-Koung Chou, Te-Lan Wen, SHINE CHIANG, Cathy Chin Taiwan	THE EVOLUTIONARY GAME RESEARCH OF MNC'S TECHNOLOGY TRANSFER AND TECHNOLOGICAL TRANSITION Zhu Meilin, Peng Jisheng, Wang Liqin, Ren Fei China	THE SUMMARY ON RESEARCHES OF TECHNOLOGY SPILL-OVER EFFECT OF FDI FOR TRANSNATIONAL CORPORATIONS IN CHINA Li Mengqi, Liu Lei China	STUDY ON ENTERPRISES' COOPERATIVE INNOVATION STRATEGY SELECTION BASED ON REAL OPTION Chu Da-zhi, Qi Zhong-ying Taiwan	RESEARCH ON THE EFFECTIVENESS OF SHANGHAI STOCK MARKET li Huan , Li Yongchen, Hu Yunlong China
	AN IMPROVED SHAPLEY VALUE METHOD BASED ON THE COST ALLOCATION IN SUPPLY CHAIN Kong Wei-sha, Zhang Qiang China	WHICH R & D INVESTMENT BEING THE MOST BENEFICIAL TO TECHNOLOGICAL INNOVATION Jiang Hong China	THE RESEARCH OF THE SYSTEMIC METHODS OF TECHNOLOGY EXPORT CONTROL AIMING AT CHINA BY DEVELOPED COUNTRIES Hu Wangbin, Yuan Junpeng China	THE RESEARCH ON NATURAL GAS DEMAND FORECASTING MODEL BASED ON DATA MINING LAWS Gao Jian, Dong Xiucheng China	AN AIRLINE OVERBOOKING MODEL BASED ON RISK ANALYSIS Ran Lun, Yang Qingqing, Li Jin-lin China
	CUSTOMER CROSS-SELLING MODEL BASED ON CUSTOMER MATURITY AND PRODUCT GRADE Liu Chaohua, Cai Shuqin China	RESEARCH ON TRANSFORMATION COMPOSITE EVALUATION FROM CIVIL HITECH INTO MILITARY APPLICATION BASED ON MULTIPLE CRITERION DECISIONMAKING Zhang JinHua, Li ZhiXiang, Li MingXiang China	THE CONSTRUCTION OF ENTERPRISE INNOVATION CAPACITY SERVICE SUPPORTING SYSTEM Chen Yu-chuan, Zhao Xi-chang China	DESIGN AND REALIZATION OF US PATENT DATA PREPROCESSING SYSTEM Lv Lin, Wang Xuefeng, Zhu Donghua China	RISK MANAGEMENT AND CONTROL STRATEGIES OF CLUSTER SUPPLY CHAIN Xu Jun China
	WIN COMPETITIVENESS BY INTEGRATING THE SUPPLY CHAIN: CASE STUDY ON	STUDY ON LOGISTICS STRATEGY MANAGEMENT AND INDUSTRY DEVELOPING	PODADVERTISING – A CASE STUDY OF PODCASTING AS ADVERTISING MEDIUM	A STUDY OF APPLYING DATA MINING APPROACH TO THE INFORMATION DISCLOSURE FOR	INTEGRATED PRODUCTION – TRANSPORTATION SCHEDULING IN A TWOMACHINE

	AMAZON.COM Gu Changchao, Gao Chengxiu, Yang Lei China	STAGE—TAKING CHINA GREEN FOOD INDUSTRY AS AN EXAMPLE Song De-jun, Liu Yang China	Shuchih Ernest Chang , Muharrem Cevher, Pluto Liao, Derek Lin, Mario Liao Taiwan	TAIWAN'S STOCK MARKET INVESTORS C. -L. Lu, T.-C. Chen Taiwan	FLOW SHOP Zhou Feng, Gao Liang, Nie Li China
12:10~13:30	Lunch				
13:30 15:00 (Meeting Hall)	Track A2 Supply Chain Management	Track B2 Technology Innovation Management	Track C2 Technology Innovation Management	Track D2 Technology Innovation Management	Track E2 Risk Management
	Chairperson: Prof. Zhang Qiang Beijing Institute of Technology China	Chairperson: Prof. Ben-Chang Shia Chung-hua Data Mining Society Taiwan	Chairperson: Prof. Liu Yun Beijing Institute of Technology China	Chairperson: Prof. Zhao Yanping Beijing Institute of Technology China	Chairperson: Prof. Desheng Dash Wu, University of Toronto, Canada
	EVALUATION AND SELECTION OF SUPPLIERS IN SUPPLY CHAIN BASED ON RST- GRA APPROACH Lu Jianchang, Zhao Zhiwei China	A NEW MODEL FOR EXECUTIVE STOCK OPTION PRICING Li Xuan, Xiao Shufang, Zhang Chenyu, Wu Qizong China	RESEARCH ON TECHNOLOGY SPILLOVER OF FDI AFFECTING INNOVATIVE CAPACITY OF ENTERPRISES Lu Yanqiu, Wang Xiangyang, Zhang Shitong China	RESEARCH ON DOMESTIC AUTOMOBILE INDUSTRY CONTROLLING FORCE INFLUENCE BY FDI Guo Yan, Gao Hesheng China	EMPIRICAL ANALYSIS ON THE FINANCIAL EARLY-WARNING IN LISTED COMPANIES OF CHINESE REAL ESTATE Wang Huaidong, Zhao Zhiquan China
	MEASURING THE PERFORMANCE IN SUPPLY CHAIN: A CASE STUDY IN PUBLIC HOSPITAL LABORATORY IN JOHOR Abu Bakar A Hamid. Lukman Hakim Ismail, Johan M Sharif Malaysia	SINGLE MACHINE SCHEDULING MODELS WITH FUZZY PARAMETERS AND PRECEDENCE CONSTRAINT Hou Fujun, Wu Qizong China	AN EMPIRICAL RESEARCH ON RELATIONSHIP BETWEEN CORPORATE DIVERSIFICATION AND PERFORMANCE—FROM 1031 CHINESE LISTED COMPANIES Li Yongchen, MI Huihui China	OPTIMAL HEDGING STRATEGY OF FUTURES Zou Bin, Yang Guoxiao China	A DYNAMIC PRICING MODEL FOR AIRLINE REVENUE MANAGEMENT BASED ON REAL OPTIONS APPROACH Ran Lun, Yang Qingqing, Li Jin-Lin China

	<p>RESERCH ON E-BUSINESS TAX STRATEGY Tang Pingzhou China</p>	<p>LEAST SQUARES SUPPORT VECTOR MACHINE MODEL OPTIMIZED BY PARTICLE SWARM OPTIMIZATION FOR ELECTRICITY PRICE FORECASTING Zhu Jinrong, Wang Xuefeng, Liu Jiangyan China</p>	<p>RESEARCH ON THE DIFFUSION OF THE INNOVATION PRODUCTS UNDER IMPERFECT COMPETITION Teng Yonggang, Ju Xiaofeng China</p>	<p>SELECTION OF GAME COALITIONS WITH FUZZY CONSTRAINS Pang Jinhui, Zhang Qiang China</p>	<p>STUDY ON VAR BASED ON GARCH AND COPULA Zhang Ruochen, Ran Lun China</p>
	<p>SECURITY MANAGEMENT IN MARITIME SUPPLY CHAIN ---THE CASE OF LINER SHIPPING COMPANIES Chih-Ching Chang, Shiou-Yu Chen, Shyh-Ching Yu China</p>	<p>AN EXTENDED PERFORMANCE CRITERION FOR OPTIMAL BURN-IN TEST Guo Yanlan, Cui Lirong China</p>	<p>STUDY ON REGIONAL TECHNOLOGY INNOVATION ENVIRONMENT OF NORTHEAST OLD INDUSTRY AND ITS INFLUENCES ON REGIONAL INNOVATION PERFORMANCE Sun Yongbo, Ren Ruirui, Zhang Yongbin China</p>	<p>UNCERTAINTY OF CONSUMER PREFERENCES AND PRODUCT DIFFERENTIATION IN TWO THREE-STAGE HOTELLING MODELS Xing Mingqing, Wang Laisheng, Wang Xia China</p>	<p>COMPETITIVE INTELLIGENCE SEARCHING SCALE AND ENTERPRISE RISK ANALYSIS Liu WenHua Ge JiKe, Chen ZuQin China</p>
	<p>A TWO-PHASE APPROACH FOR THE OPTIMAL LOCATION OF SURVEILLANCE CAMERAS Y.-C. Hsieh, Y.-C. Lee Taiwan</p>	<p>INTEGRATED MODEL AND ITS APPLICATION OF SEVERAL CREDAL NETWORKS Li Yuling ,Wu Qizong China</p>	<p>THE RESEARCH OF OLYMPIC TORCH BASED ON THE METHODS OF TECHNOLOGY MONITORING Huang Lu , Guo Ying, Zhu Donghua China</p>	<p>A TIME SERIES PREDICTION ALGORITHM BY SUPPORT VECTOR MACHINE AND APPLICATION TO GRAIN YIELD PREDICTION Yang Liming, Wang Laisheng, Xu Zhijie China</p>	<p>SINGLE VERSUS DUAL SOURCING STRATEGIES RESEARCH CONSIDERING THE RISK OF SUPPLY CHAIN DISRUPTION Yu Haisheng, Zhao Lindu, Long Yinghong China</p>
	<p>LIFTING THE VALUE CREATIVE ABILITY OF TOURISM SUPPLY CHAIN Dai Weidong, Yang Lei China</p>	<p>THE GREEN PRODUCT OF MANUFACTURING INDUSTRY SYNTHESIZES THE COORDINATION ANALYSIS OF EVALUATION Zhang Qingshan, Xu Wei China</p>	<p>Research on the Relationship between Basic Science and Technology: an Analysis of Patent Citations Lei Xiao-ping, Zhu Dong-hua, GuiJie China</p>	<p>ANALYSIS OF SUPPLY CHAIN BASED ON NETWORKED MANUFACTURING BY USING OBJECT-ORIENTED PETRI NETS Tang Liang, Wang Guihe, Zhao Haifeng, Wang Wanshan China</p>	
15:00~15:30	Tea Break				
	SYSTEM DYNAMICS MODELING	VARIABLE PRECISION ROUGH	EXPLORING THE CONGRUENCE	THE TWO PHASE CHECKING	REPAST MODELING SIMULATION

<p style="text-align: center;">15:30</p> <p style="text-align: center;"> </p> <p style="text-align: center;">17:30</p> <p style="text-align: center;">(Meeting Hall)</p>	<p>FOR GREEN SUPPLY-CHAIN STRATEGIES</p> <p>Yang Lei, Su Ying, Zhao Jing China</p>	<p>SETS MODEL BASED ON IDENTICAL DEGREE IN INCOMPLETE INFORMATION SYSTEMS</p> <p>Wang Wei-ping, Wu Qi-zong, Shi Yu, Hu Xiao-dong China</p>	<p>OF FUNCTIONAL STRATEGIES AND CUSTOMER INTEGRATION STRATEGY</p> <p>Zhang Xiang, Chen Rongqiu, Liu Pingqing China</p>	<p>ALGORITHM BASED ON BP NEURAL NETWORK FOR ATTRIBUTES MATCHING</p> <p>Ge JiKe, Qiu YuHui1, Yu Bo China</p>	<p>FOR NATIONAL ENERGY SECURITY EARLYWARNING—EARLY-WARNING PARADIGM BASED ON CAS</p> <p>Fang Shuqiong, Yang Baoan, Yu Yin China</p>
	<p>ANALYZING ON EVOLUTIONARY STABILITY OF THE VENDOR-MANAGED INVENTORY SUPPLY CHAINS</p> <p>Yu Haisheng, Zhao Lindu, Long Yinghong China</p>	<p>Analyse on Impact of Uncertain State of World to the Incentive Intensity of Common Agency</p> <p>Li Chunhong, Wang Xinyong China</p>	<p>Evaluating of Chinese Firm's Safety Management Capability</p> <p>Liu Tiezhong, Li Zhixiang1, Wang Ziwei, Liu Yafeng China</p>	<p>THE PARTNER SELECTION IN VIRTUAL ENTERPRISES BASED ON INTUITIONISTIC FUZZY SETS</p> <p>Li Tong, Zhang Qiang China</p>	<p>TWO-LAYER OPTIMAL STRATEGY MODEL OF LARGE POWER CONSUMER'S DIRECT BUYING BASED ON THE RISK MEASURE WITH CVAR METHOD</p> <p>Li Xingmei , Wang Mian-bin, Li Xiao-jun, Liu Li-ping China</p>
	<p>RETURN POLICY TO REALIZE COORDINATING AND WIN-WIN FOR PERISHABLE COMMODITIES' SUPPLY CHAIN</p> <p>Zhang Tiezhu, Liu Yanli China</p>	<p>ASSESSING INFORMATION QUALITY FOR ON-LINE ANALYTICAL PROCESSING IN DATA WAREHOUSES</p> <p>Su Ying, Zhao Jing, Jin Zhanming China</p>	<p>Double Marginalization of VMI and the balance of TMI</p> <p>Zou Huixia, Yu Tao China</p>	<p>A PORTFOLIO SELECTION MODEL BASED ON A FUZZY SET ANALYSIS</p> <p>Niu Xiuming, Zhuo Siqing China</p>	<p>SOFTWARE PROJECT RISK ANALYSIS BASED ON ROUGH SET AND BAYESIAN NETWORKS</p> <p>Yuan Ruiping, Wu Qizong, Wei Jian China</p>
	<p>APPLYING PROCESS MANAGEMENT AND VALUE CHAIN IN PLANNING THE EXHIBITION ACTIVITIES</p> <p>Tzong-Ru Lee, Po-Yin Lin Taiwan</p>	<p>MUTUAL FUND PRODUCT SELECTION MODEL: AN APPLICATION OF THE METHOD FOR RANKING INTERVAL NUMBER</p> <p>Zheng Tao, Zhu Donghua, Li Tong China</p>	<p>ANALYSIS ON DIFFERENT COMPETITIVE STRATEGIES IN TELECOMMUNICATION AND ELECTRICITY GENERATION INDUSTRIES</p> <p>Wen Danhui, Wu Weiku, Lu Jiying China</p>	<p>GENUS DISTRIBUTIONS OF CYCLIC GRAPH</p> <p>Zhang Jiangen, Hao Rongxia , Li Xingkuo , Xu Lanshuan China</p>	<p>The Multi-objective Linear Programming and Decision Analysis of Residential Real Estate Development</p> <p>Yu Xiao-bei, Li Si-zheng, Liu Jia, Huo Da China</p>
	<p>STUDY SYSTEMATICALLY ON ENTERPRISE REVERSE LOGISTICS MANAGEMENT</p> <p>Xu Jianguo, Qiao Zhong China</p>	<p>AN IMMUNE BASED APPROACH FOR THE OPTIMAL MAINTENANCE OF GENERAL TWO-DIMENSIONAL CONSECUTIVE-COMPONENT SYSTEMS</p> <p>Y.-C. Hsieh, P.-S. You</p>	<p>A STUDY OF IT VALUE ABOUT MULTI-DIMENSION BASED ON ENTERPRISE ATTRIBUTE</p> <p>Wang Miao, Lv Ben-fu, Peng Geng China</p>	<p>APPLICATION OF MULTI-ATTRIBUTE DECISION-MAKING THEORY IN THE EVALUATION OF GRADUATE SCHOOL BASED ON UEOWA OPERATOR</p> <p>Qu Hong, Zhang Qiang</p>	<p>THE EVALUATION AND WARNING OF HUMAN RESOURCE MANAGEMENT RISK BASED ON FUZZY THEORY</p> <p>He Yong-gui, Zhao Yan China</p>

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	To Study User's Adoption Behavior in Taiwan for Mobile Location-based Services Tzong-Ru Le, Shuchih Ernest Chang, Shiau-Ting Wang Taiwan	IMPROVING FAULT TREE ANALYSIS WITH BAYESIAN NETWORKS ON RELIABILITY MODELING Yang Dong-peng, Li Jin-lin, Zhou Chao China	A HYBRID RULE MINING APPROACH FOR A CLASSIFICATION PROBLEM-A CASE OF TWELVE-MERIDIAN DIAGNOSIS IN TRADITIONL CHINESE MEDICINE T.-C. Chen, H.-L. Tsao	A MODEL FOR DECENTRALIZED DECISION-MAKING OF MULTI-PRODUCTS MARKETING Zhang Lei, Zhao Wei, Xin Zhanhong China	ON RISK MANAGEMENT OF BEIJING OLYMPIC GAMES Yin Na, Li Jinlin China
	A HEURISTIC APPROACH FOR A REVERSE LOGISTICS SYSTEM WITH MULTI-ITEMS AND PRODUCTS Peng-Sheng You, Yu- Hui Chen China	THE APPLICATION OF INFORMATION EXTRACTION IN ENVIRONMENTAL PROGRAMMING AND PRECAUTION Zhou Hong, Wang Xuefeng, Yuan Bing China	RESEARCH ON LOCATION PROBLEMS OF LOGISTICS FACILITIES FOR MANUFACTURERS UNDER UNCERTAIN STATES Guo Tengda, Li Xiangyang China	GENUS DISTRIBUTIONS OF LIGHTHOUSE GRAPH Li Xingkuo, Hao Rongxia, Zhou Jianmei China	STUDY ON SINGLE FUTURES CONTRACT MARKET RISK EVALUATION SV-CVAR MODEL AND IT'S APPLICATION Zhou Ying, Zhong Hongxi China
	SPORT MARKETING STRATEGIES BASED ON THE DRAMATURGICAL THEORY AND MARKETING MIX FROM THE SUPPLY CHAIN PERSPECTIVE- EVIDENCE FROM EXERCISE PATTERNS OF THE ELDERLY AT COLLEGES CAMPUSES Tzong-Ru Lee, Chien-Hui Lin, Yi Hsu Taiwan				
TIME	Saturday 3 th November 2007 TECHNICAL PROGRAMME Travel				