# TABLE OF CONTENTS

## TRACK 1 – THEORY AND PRINCIPLE OF SERVICE SCIENCES

- **Chinese Employee's Turnover Intentions In Relation to Organizational Identification, Work Values In Modern Service Sector** ................................................................. 1  
  X. Wei, H. Liu, N. Wang, L. Hai

- **Strategic Improving Actions Based on the Refined Analysis of Service and Quality Attributes** ........................................................................................................ 6  
  C.-C. Yang

- **The Regional Specialization of Service Sector in China- From 1993 to 2006** ......................................................................................................................... 12  
  J. Zhang

- **Regional Innovation Platform and the Innovation Service for Chinese SMEs** .................................................................................................................... 17  
  T. Lin, B. Hu, J. Li, A. Zhang

- **An Empirical Analysis of Value Chain and Enterprise Capability System Evolution** ................................................................. 22  
  Z. Fengtao, S. Yan

- **A Scientific Inspection of Public Service of New Countryside in China** ................................................................................................. 27  
  W. Cui

- **Flexible Service Analysis Based on the “Prisoner's Dilemma of Service”** ................................................................................................. 32  
  J. Zhou, J. Wang, R. Liang, Y. Zhang

- **A Step Toward Foundation of Class Diagram Algebra for Enterprise Service Systems** ............................................................................. 36  
  H. Enjo, M. Tanabu, J. Iijima

- **R & D Investment from Transnational Corporations in Globalization Service System** .................................................................................. 41  
  P. Luo

- **Study on the Evaluation of Target Enterprise in M&A of Logistics Enterprise** ................................................................................ 45  
  Y. Zhou, Y. Zhou

- **Study on the Influential Factors of Technical Efficiency Difference of China’s Service Industry among Provinces ----Based on Stochastic Frontier Analysis(Feb 2009)** ........................................................................................................ 48  
  Y.-L. Wang, C.-Z. Liu

- **Customer Relationship Risk Identification in Knowledge-Intensive Business Service Based on Knowledge Gaps** ................................................................. 54  
  C. Zhang, X. Zhu

- **An Enterprise Architecture Approach to Building a Service-Oriented Enterprise** ................................................................................ 60  
  M. Chen, Y.-P. J. Chi, H.-C. Li

- **How Do Service Employee’s Attitudes Influence Customer Perception of Service Quality?** ........................................................................ 66  
  J. Yong-Zhong, M. Miao, C. Wei-De

- **Theories and Principles of Designing Lean Service Process** ................................................................................................................................. 72  
  J. C. Wei

- **Performance-only Measurement of Service Quality: An Empirical Study in Chinese Express Industry** ........................................................................ 78  
  Z. Jun, M. Shengtiao

- **A Support Vector Machines Method for Tourist Satisfaction Degree Evaluation** .................................................................................. 84  
  W. Li, S. Xu, W. Meng
Research on Propagation of Trust and Distrust by Means of Co-citation ................................................................. 89
Y. Zhu, Y. Li, Y. Ren

Service Innovation: A Business Model Perspective ........................................................................................................ 95
D. Xu

Research on the Logistics Enterprise Capability Based on Value Advancing ................................................................. 100
Q. Zhang, Y. Wang, Q. Zhao

TRACK 2 – SERVICE SYSTEM DESIGN, OPERATIONS, AND MANAGEMENT

Supply Chain Management for the Global Distribution of Machine Life cycle based Service ........................................ 106
R. Gu, P. Li, W. Zhang, H. Meier, M. Kroll

DEA Malmquist Productivity Measure With an Application to Special Automobile Industry .......................................................... 112
B.-C. Xie, J.-X. Wang

Moderating Role of Environment Uncertainty on the Relationship between Interdependence and Relationship Performance ................................................................................................. 118
Q. Hong-min, L. Nuo, L. Hui

Research on Outsourcing Risk Management Based on Value Network Model ............................................................ 124
L. Qinghua, X. Zongwei

Research on Evaluation of Service Quality about Distribution Centre for Electronic Commerce ......................................................... 129
C. Ren, S. Li, H. Wu

Study on Hybrid Genetic Algorithm for Multi-type Vehicles Vehicle Routing Problem with Backhauls ................................................................. 135
X. Wang, J. Sun, C. Ren

The Formation Mechanism of Business-to-business Relationship Commitment and Its Effects on Alliance Performance in Supply Chain ....................................................................................... 141
J. Xiao-rong, L. Sui-cheng, Shen-jie

Study Vehicle Scheduling Sever Problem under Fuzzy Information ................................................................................................. 147
L. Lin

Research on the Clients’ Satisfaction of Agricultural Products Wholesale Markets ........................................................ 152
Q. Sun, Y. An

Building the SMEs’ Regional Innovation Networks in China ................................................................................................. 157
Y. Zhang, C.-M. Wang

A Privacy Protection Protocol For RFID-enabled Supply Chain System ................................................................................................. 161
X. Y. Xia, S. H. Han

A Process Model of Service Innovation with Multi-participator ................................................................................................. 165
T. Wei, R. Lu

The Model of Signaling Games for the to Evaluate Its Vender’s Abilities ....................................................................................... 170
W. Zhu, C. Zhang

Identification of Postponement Point in Service Delivery Process: a Description Model ................................................................................................. 174
D. Tang, J. Chen

Emergency Logistics and the Distribution Model for Quick Response to Urgent Relief Demand ................................................................. 179
C. Zhu, G. Ji
Research on the Description and Design Model of the Emergency Organization System .................................................. 186
X. Ye, J. Ma, H. Li

Study on the Query based on Deep Web Database ........................................................................................................... 192
R. Luo, C. Li, Y. Gong

Solving Service Facilities Location Problem with Elastic Demand and Congest Effect ......................................................... 195
Y. Fang, Y. Bian, W. Xuefeng

Career Success of Service Personnel: The Effects of Perceived Organizational Support and Career Commitment ................................................................. 200
Yuchen

Designing New Software-included Service System: Methodology and Operational Tools ....................................................... 206
Z. Li, C. Zhong, N. Yulin, S. Huayou

An Research on the Influencing Factors of Initial Trust in C2C E-Commerce ................................................................. 210
L. Xiaoping, W. Hai

Information: A Critical Factor in the Process of Performance Appraisal ............................................................................... 214
J. Cheng, H. Bai, Z. Li

Research on the Development Mode of Chinese Cooperation-Based Rural Scientific and Technological Service Organization .................................................................................. 220
X. Li, M. Zhang

Study on the Cooperative Revenue Allocation of Modular Production Network ................................................................. 225
B. H. Peng, Q. Zong

Research on E-Service Quality, Customer Relational Benefits and Customer Satisfaction ............................................... 230
F. Jun

Research on Sales Quality System Improvement Based on FMEA ........................................................................................ 236
R. Qiang

TRACK 3 – SUPPLY CHAIN MANAGEMENT FOR SERVICE

Revenue-Sharing Contract with Supplier Having Loss-Averse Preferences ........................................................................ 241
P. Qinghua, D. Dong, C. Chao

A Supply Chain Risk Assessment Model Based on Multistage Influence Diagram .......................................................... 246
Z. Liu, M. Lai, T. Zhou, Y. Zhou

Drivers and Enablers of Environmental Governance Capabilities of SMEs in Supply Chain ........................................... 250
G. Ji

Capacity Manipulation and Menus of Two Part Tariff Contract in Supply Chain .............................................................. 256
G. Ji, G. Yang

The Returns Disposition Problem with Outsourcing in Reverse Supply Chains ................................................................. 262
Z. Miao

Research on a Combined Optimization of Transportation Modes in Collecting and Distributing System of Container Port ................................................................................................. 266
H. Zheng, X. Zong

How Lean Supply Chain Effects Product Cost and Quality - A Case Study of the Ford Motor Company ................................................................. 271
S. Wu, H. M. Wee

Transshipment Problem with Penalty in Crossdocking Distribution Networks .............................................................. 277
Z. Miao, F. Yang, K. Fu
Service Competition between Supply Chains in a Market under Demand Uncertainty .................................................. 283
    D. Xiao, B. Wu, Y. Hao

Study on Supply Chain Disruption Risk .................................................................................................................. 288
    T. Chen, G. Ji

Coordinating Ordering and Pricing Decisions in a Two-stage Distribution System .......................................................... 294
    Y.-T. Liu, W.-M. Wang, C.-C. Hsieh

Decision-Making in Optimizing the Contract of Third Party Logistic .............................................................................. 300
    W. Bing, L. Zhongying

Performance Evaluation of Green Supply Chain Based on Entropy Weight Grey System Model .................................................. 306
    J. Chen, Y. Weng, S. Zhao

The Marine Reposition of Empty Containers under Uncertain Demand and Supply .......................................................... 311
    F. Li, S. H. Han

Model and Algorithm for Inventory-Transportation Integrated Optimization Problem — In View of Many-one Distribution Network .................................................................................................................. 315
    L. Liu, C. Ye

Response to the Disruption of Supply Chain with Effort Dependent Demand .............................................................. 321
    G. Tian, N. Li

Study on Dual-channel Revenue Sharing Coordination Mechanisms Based on the Free Riding .............................................. 327
    W. Ganfu, A. Xing-Zheng, D. Huaping

Lead Time Decisions Under Lead-time Sensitive Demand with Demand Disruptions .................................................. 331
    C.-P. Lin, C.-C. Hsieh

China's Rural Logistics Distribution .......................................................................................................................... 337
    G. Ji, W. Huang

Quantity Flexibility Contracts with Unreliable Supply .................................................................................................. 343
    Y. Wang, J. Pan

Developing Structural Dimensions of Service Supply Chain by Analogy with Community Structure .................................. 347
    X. Li, X. Gu, Z. Liu

Vertical Structure Choice of Chain to Chain under Price and Service Competition ...................................................... 353
    J. Yuan, X. Ai, T. Liao, X. Hu

Supply Chain Cluster Cost Synergy Management Using a Multi-Agent Intelligent System .................................................. 359
    Y. Fu, J. Fu

Research on the Security of Cold-Chain Logistics ....................................................................................................... 364
    G. Ji, R. Guo

Hybrid Meta-Heuristics for Vehicle Routing Problem with Time Window Constraints ...................................................... 369

Inventory Decisions for an Assemble-To-Order System with Two Ordering Opportunities and Multiple Transportation Modes .................................................................................................................. 375
    K. Fu

Research on Supply Chain Quality Formation Mechanism .......................................................................................... 379
    X. Lin

Analysis on Impacting Factors of Stability of Supply Chain Cooperation Relationship ...................................................... 382
    Z. Z. Ya, W. Lan
The Dynamics of Service Exchange Design in Third Party Logistics Services........................................387
   P. C. Huai

TRACK 4 – SERVICE MARKETING AND FINANCIAL MANAGEMENT

Could Satisfaction Be Compared Across Customers? Some Opposite Evidences From China..........................................................391
   J. Huang, R. Chen

Customer Satisfaction and Subjective Well-Being: A Study of Auto Consumption ........................................396
   W. Xia

A Balanced Scorecard Framework of New Service Development Performance ........................................402
   S. Liu, L. Rong

Impact Analysis of the Global Financial Crisis on Global Container Fleet .........................................................408
   D. Min, F. Wang, S. Zhan

Credit Card Customer Churn Prediction Based on the RST and LS-SVM .........................................................414
   N. Wang, D.-X. Niu

Review of Financial Service in Logistics ........................................................................................................419
   X. Zhou, Z. Zhang, Y. Lu

Exploring Influential Factors on the Performance of Sales/Service Channel in the E-Commerce Context – An Empirical Study on Auto Distributors in Taiwan ...............................................423
   Y.-H. Chen, Y.-T. Shih, S.-C. Tsai

Innovation Strategy of Retailer: From the View of Global Value Chains .............................................................429
   Y. Hu, H. Jiang

Return on Satisfaction: Is Customer Satisfaction Really Profitable? .............................................................435
   Y. Wang, P. Zhao

A Study on the Relationship between Customer Satisfaction and Shareholder Value Based on Panel Data ..................................................440
   Y. Wang, P. Zhao

Research on Determinants of Risk Management Policies in China ........................................................................446
   J. Weiying, C. Baofeng, Z. Jiansheng

Positive Feedback Traders, the Offer Price Constraint and IPO Pricing .........................................................452
   L. Wu, X. Xia

An Empirical Study on Drivers of Customer-Company Identification: Evidence from China’s Retailing Banking Industry ..................................................458
   H. Li, P. Li

Using Super-Efficiency DEA to Benchmark the Internet Channels Efficiency .................................................464
   H.-J. Tu, W.-C. Yen, P.-C. Chen

Analysis on the Distortion Problem of Reputation Signal under the Background of Crisis .........................470
   T. Jiang, J. F. Xu

Ontology Driven Multi-agent System to Support Service Marketing of the Publishing House .........................475
   H. Chen, Y. Sui

A Cross-Cultural Analysis of Customer Perception towards Hotel Service Quality and Behavioral Intention ..................................................480
   Z. Li, J. Han
Mobile Operation Company’s Fine Investment Management Model Based on its Critical Service Path................................................................. 484
  R. Peng, X. Wang

Corporate Social Responsibility and Customer Loyalty: A Conceptual Framework ................................................................. 489
  Y. Liu, X. Zhou

Founding Family Ownership and Corporate Tax-Sheltering Activities: Evidence from China ................................................................. 494
  L. Yu

A Survey on Post-earnings Announcement Drift (PEAD) ........................................................................................................ 499
  L. Yu

Applying Weighted Association Rules with the Consideration of Product Item Relevancy ........................................ 505
  L. Cheng, S.-C. Chen, J. Chen

Service-Oriented or Control-Oriented Management in Venture Capital: Multi-agent and Multi-stage Game Analysis Approach --Empirical Evidence from China ................................................................. 511
  Y. Gu, S. Chen

Asymptotic Optimal Solutions for Airline Revenue Management with Cancelation and No-shows ........................................ 516
  Y. Xiao

Asymmetric Pricing Game in Two-sided Platforms ........................................................................................................ 521
  Y. Dou, Y. Xiao, J. Chen

A Study on the Undergraduate Lifestyle and Domestic Travel Behavior in China ................................................................. 527
  G. Lin, L. Yi-Jie

TRACK 5 – SPECIFICALLY INDUSTRIAL SERVICE MANAGEMENT

Evaluation on Competitiveness of Service Industry with Non-equilibrium Statistical Mechanics ................................................................. 532
  D. Hui-bin, X. Hui, S. Zheng, C. Li-he, J. Yi

Wave-particle Duality and Institutional Arrangement on Division in Supply Chain Cluster ................................................................. 535
  G. Ji, Y. He

Research on “Growth Drag” of Water Resource on Agricultural Development in China ................................................................. 542
  X. Wang

The Influence of Conduct of Internal Marketing to Service Oriented Attitude of Nursing Staffs in Hospitals ................................................................. 546
  Y. Tsai, S.-W. Wu, H.-J. Chung

The Impact of Information Industry development to Convergence of Regional Tourism ................................................................. 552
  L. Ping

Staged Entrepreneurship Performance in Service Industry and the Role of Corporate Social Capital ................................................................. 555
  J. Pan, H. Wang, X. Tong

How to Improve Mobile Service by Regulating Spam: Perspectives of Customers, Governments, Organizations and Operators ................................................................. 559
  T. Brodt, J. Lan, J. Hee

Exploring Factors Affecting the Adoption Intention toward the Integration of Traditional Chinese and Western Medicine as a Disruptive Innovation in the Health-Care Service Industry ................................................................. 564
  S.-C. Tsai, Y.-H. Chen, C.-H. Hsu, Y.-S. Ko, K.-C. Huang
Lock-in Strategy in Network Industries: A Network Effect Perspective
  L. Zhang

570

Studies on Evaluation Index System for Independent Innovation Capability of Equipment Manufacturing Industry in China
  W. Guo

575

A Study on the Value Network of Telecom Service and the Organization Change of Chinese Telecom Operator
  Y. Peng, H. Liu, H. Tao, F. Ming

579

Exploring Modulating Effects within Evidence-based Medicine Realization Based on Service Innovation Model
  W.-H. Chiu, Y.-C. Chang, H.-R. Chi

584

The Study of Relationship among Organizational Cultural, Interaction and Hotel Service Innovation
  Yuwei

590

Research on the Knowledge Management Model of Knowledge-Intensive Based Services
  D. Wen, S. Yingchun

594

Design and Research on a Modified Multifactor Energy-Saving and Emission Reduction Evaluation Method
  Y. Zhong-fu, C. Rui, H. Ping-lin, J. Jian-hui

599

The Exploration of Relationship between Organizational Culture and Style of Leadership
  Y. Tsai, S.-W. Wu, H.-J. Chung

606

Determinants of Customer Loyalty in Property Management Service: An Empirical Study of Three Residential Areas in Beijing
  C. Xinhui, Z. Xinrui, Q. Zhong

612

An Analysis and Optimization of the Value Chain of Dairy Industry after the Sanlu Event in China
  X. Shang, G. Ji, G. Wan

618

Bayesian Technique Framework for Allocating Demand Risk between the Public and Private Sector in PPP Projects
  B. Li, Z. Ren

624

Integration of Scheduling and Routing for Two-Echelon Supply Chain System
  J.-S. Chen, J.-S. Yang, C.-L. Lu

629

TRACK 6 – SERVICE INFORMATION TECHNOLOGY AND DECISION MAKING

Discuss on Management Innovation in SMEs’ E-commerce
  L. Zhong-Yan

635

Factors That Influence Offspring Intentions to Join the Family Businesses: Evidence from Zhejiang, China
  X. T. Wang, S. H. Jia

639

The Application of Rough Sets in Construction Investment Decision
  H. Zhang, X. Zou, X. Sha

644

The ERP Implementation of SME in China
  Y. Xia, P. Lok, S. Yang

648

A Model for CEO Strategic Leadership Evaluation Based on GIOWA Operator
  G. Xing, R. R. Ren

654
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Study on Data Management Using Mobile Computing With Digital Watermark Technology</td>
<td>658</td>
</tr>
<tr>
<td>M. Hirakawa, J. Iijima</td>
<td></td>
</tr>
<tr>
<td>Service Oriented Automated Negotiation System Architecture</td>
<td>664</td>
</tr>
<tr>
<td>C. Mu-kan, R. Chi, Y. Liu</td>
<td></td>
</tr>
<tr>
<td>E-Consumer’s Behavior Model under the Cyber ‘Lemon’ Problem in E-Commerce</td>
<td>670</td>
</tr>
<tr>
<td>Y. Pan</td>
<td></td>
</tr>
<tr>
<td>What is the valuable service quality gap for improving customer satisfaction?</td>
<td>674</td>
</tr>
<tr>
<td>S.-P. Lin, L.-F. Chen, Y.-H. Chan</td>
<td></td>
</tr>
<tr>
<td>Information and Inventory under Chain-Chain Competition</td>
<td>680</td>
</tr>
<tr>
<td>Z. Hai-xia, A. Xing-zheng</td>
<td></td>
</tr>
<tr>
<td>Study on the Reliability of Hot Standby Repairable Supply System Based on Markov Model</td>
<td>685</td>
</tr>
<tr>
<td>S. Ren, C. Zhang</td>
<td></td>
</tr>
<tr>
<td>Integrating EPCglobal Network with Web Services</td>
<td>690</td>
</tr>
<tr>
<td>C. K. Du, S. H. Han</td>
<td></td>
</tr>
<tr>
<td>Study on Water Resources Optimal Allocation Based on Agent Technology</td>
<td>696</td>
</tr>
<tr>
<td>W. Niu, H. Wang, L. Qiu</td>
<td></td>
</tr>
<tr>
<td>Conceptualizing Service Innovation and Service Innovation Model Constructing</td>
<td>703</td>
</tr>
<tr>
<td>Y. Liu, D.-J. Song</td>
<td></td>
</tr>
<tr>
<td>Psychological Contract Breach and Compensation of Online Customer Service Failure</td>
<td>709</td>
</tr>
<tr>
<td>J. Yan, Y. Zhang, H. Pan</td>
<td></td>
</tr>
<tr>
<td>Game Analysis on the Market Entry Decisions into the Mobile Antivirus Industry</td>
<td>714</td>
</tr>
<tr>
<td>W. Ye, F. Lin</td>
<td></td>
</tr>
<tr>
<td>Study on The Brain Drain Crisis Management Mechanism of Knowledge-intensive Business Services</td>
<td>720</td>
</tr>
<tr>
<td>Y.-S. Qi, P.-L. Guan</td>
<td></td>
</tr>
<tr>
<td>Implication Intensity: Randomized F-measure for Cluster Evaluation</td>
<td>724</td>
</tr>
<tr>
<td>L. Li, J. Wu, S. Zhu</td>
<td></td>
</tr>
<tr>
<td>Study on the Performance Evaluation of Sustainable Tourism Supply Chain based on Balanced Scorecard</td>
<td>730</td>
</tr>
<tr>
<td>G. Ji, B. Guo</td>
<td></td>
</tr>
<tr>
<td>A RFID-enabled with Data Mining Model for Exhibition Industry</td>
<td>736</td>
</tr>
<tr>
<td>W. L. Wang, C. P. Chang, C. T. Huang, B. S. Wang</td>
<td></td>
</tr>
<tr>
<td>The Analysis of Time-cost in Online Auction</td>
<td>741</td>
</tr>
<tr>
<td>L. Peng, C. Cai, R.-S. Chen</td>
<td></td>
</tr>
<tr>
<td>Application of RFID Technology in Manufacture of Household Electrical Appliances</td>
<td>747</td>
</tr>
<tr>
<td>H. Tan</td>
<td></td>
</tr>
<tr>
<td>Research on Developing Healthy-Life Map Guiding System</td>
<td>752</td>
</tr>
<tr>
<td>Research and Application of Problem Model of Emergency Decision Support System</td>
<td>758</td>
</tr>
<tr>
<td>X. Ye, Z. Dai, Y. Wang</td>
<td></td>
</tr>
<tr>
<td>Perspective Service Knowledge and Technology Transfer in IC Firm</td>
<td>763</td>
</tr>
<tr>
<td>J. K. C. Chen, Y.-S. Chen, M. Hung</td>
<td></td>
</tr>
</tbody>
</table>
A Context-Aware E-Workflow Composition based on Fuzzy Preferences Evolutionary Algorithm ................................................................. 769
H. Sun, Y. Ding

Performance Analysis of Workflow Instances ........................................................................................................................................ 774

An Improvement on the Basic Least Squares Support Vector Machine Algorithm ............................................................ 779
C. Bocheng, L. Yingjie

An Analysis on the Relationship between the Degree of Organizational Socialization and Individual Traits ........................................... 783
G. Wu

Statistical Process Control Techniques for Service Processes: a Review .......................................................................................... 789
X. Ning, Y. Shang, F. Tsung

Data Stream Clustering and Modeling Using Context-Trees ............................................................................................................. 794
W. Jiang, P. Brice

TRACK 7 – SERVICE EXPERIENTIAL STUDIES AND CASE STUDIES

Customer Experiential Influencing Factors and Their Model Construction of the Cinema ................................................................. 800
T. Wen

Empirical Research on Satisfaction to Government Service Quality ................................................................................................. 804
X. Yang, Y. Zhang, C. Zhou

An Evaluation on Chinese Local Government’s Crisis Management Based on “Three-deer milk powder” Case ............................................. 808
H.-T. Yang, Y.-T. Yu

A Study on the Technological Innovation Efficiency of China’s Regional R&D Service Industry Based on Data Envelopment Analysis ........................................................................................................................................... 814
Z. Chu, Z. Wang, B. Li

Experience and Inspiration of the Development and Management of High-level Talents in Taiwan Province ......................................................... 820
Y. Lei, Z. Yang

Empirical Research on Factors Influencing Relationship Quality between Service Firm and Customer--Taking the Bank for Example ........................................................................................................................................ 824
W. Juan, X. Kai

The Influencing Factors of Foreign Direct Investment in Chinese Services .............................................................................................. 829
Z. Wang, Y. Wang

Front and Back-stage Approach in Service Process Re-engineering: a Catering Service Case ........................................................................................................ 835
J. Chen, D. Tang, Y. Hao

An Empirical Study of the Technology Spillovers of the Service Industry's FDI on China's Service Industry .............................................. 840
H. Fang, J. Li, B. Zhang

Country Image and Service Quality of the Higher Education Industry - Chinese Students’ Enrollment in an Offshore Program ........................................................................................................................................... 845
J. Li, F. Liu

The Study on Synthetic Evaluation Method for Service Quality of Property Management of Residence Based on a Hierarchical Grey Analysis ........................................................................................................... 851
Y. Chen, E. Liu, Y. Shao
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empirical Analysis on the Effects and Mechanisms of FDI on Development of China's Service Industry</td>
<td>856</td>
</tr>
<tr>
<td>L. Mingxia</td>
<td></td>
</tr>
<tr>
<td>An Empirical Research on E-recruitment Systems Base on the Technology Acceptance Model</td>
<td>860</td>
</tr>
<tr>
<td>Y. Chen, Y.-M. Dong, B.-J. Yang</td>
<td></td>
</tr>
<tr>
<td>An Empirical Test of Consumers’ Resource-Saving &amp; Environment-Protecting Behavior: Lessons from Hangzhou</td>
<td>865</td>
</tr>
<tr>
<td>X. Hu, J. Wang</td>
<td></td>
</tr>
<tr>
<td>Evolution Law for the Complex Network of Mass Customization in the Machine Manufacturing: Forecasting the Quantities Needed of the Key Components</td>
<td>870</td>
</tr>
<tr>
<td>Z. Xi, X. Zheng</td>
<td></td>
</tr>
<tr>
<td>Empirical Research on Regional Innovation Capacity based on Economic Endogenous Growth Model? Come from 31 provinces in Chinese Mainland</td>
<td>876</td>
</tr>
<tr>
<td>C. Xinyou, S. Yunfei, Z. Yong, D. Yifei</td>
<td></td>
</tr>
<tr>
<td>An Empirical Research on Competitive Advantages of Travel e-Business: A Comparative Perspective from Resource-based View</td>
<td>880</td>
</tr>
<tr>
<td>Z. Zhu, J. Zhao, X. Ye, M. Chi</td>
<td></td>
</tr>
<tr>
<td>C. Zhang, F. Pan</td>
<td></td>
</tr>
<tr>
<td>An Analysis on Types and Business Activities of Farmer Middlemen in Strawberry Production - A Case Study</td>
<td>892</td>
</tr>
<tr>
<td>G. Wan, G. Ji, X. Shang, A. Jun</td>
<td></td>
</tr>
<tr>
<td>The Study of Service Innovations Model for Chinese Telecom Operators - China Mobile Ltd as an Example</td>
<td>898</td>
</tr>
<tr>
<td>L. Peng, X. Zhang</td>
<td></td>
</tr>
<tr>
<td>An Empirical Study on the Psychological Contract Structure of Service Enterprise: With Bank for Example</td>
<td>905</td>
</tr>
<tr>
<td>L. Yang, L. Yang</td>
<td></td>
</tr>
<tr>
<td>Employee Engagement and Personal Performance in Hotel Service Industry of China</td>
<td>911</td>
</tr>
<tr>
<td>Z. Hui, Z. Xiang, H. Jing-lun</td>
<td></td>
</tr>
<tr>
<td>Chinese Customer’s Attitude and Adopt Intention on Mobile Commerce</td>
<td>917</td>
</tr>
<tr>
<td>W. Zhiping</td>
<td></td>
</tr>
<tr>
<td>A Study on Markets Preference by the Farmers in Marketing of Vegetables - A Case Study in Kanupur Village of the Bogra District, Bangladesh</td>
<td>921</td>
</tr>
<tr>
<td>G. Wan, M. R. Mohammad, J. Abe</td>
<td></td>
</tr>
<tr>
<td>The Empirical Study on the Credit Risk Discrimination of Listed SMEs Based on the Distance to Default</td>
<td>927</td>
</tr>
<tr>
<td>Z. Tang</td>
<td></td>
</tr>
<tr>
<td>Transform Customer Knowledge into Company Value—Case of a Global Retailer</td>
<td>932</td>
</tr>
<tr>
<td>J. Lyu, S. C. Yang, C. W. Chen</td>
<td></td>
</tr>
<tr>
<td>Author Index</td>
<td></td>
</tr>
</tbody>
</table>