

# IEIS 2015

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## Final Program

2015 International Conference on  
Industrial Economics System and Industrial Security Engineering

27-29 July, 2015, Barcelona, Spain & Beijing, China

**Hosted by**

China Center for Industrial Security Research of Beijing Jiaotong University, China  
The International Center for Informatics Research of Beijing Jiaotong University, China  
School of Economics and Management of Beijing Jiaotong University, China

**In Cooperation with**

Universitat Politècnica de Catalunya BarcelonaTech, Spain  
Informatics Research Centre, University of Reading, UK

**Supported by**

NSFC (National Natural Science Foundation of China)  
K. C. Wong Education Foundation (Hong Kong)  
Sino-EU Doctoral School for Sustainability Engineering (Program in Logistics, Information, Management and Service Science)  
EU FP7 (7th Framework Programme)  
Beijing Logistics Informatics Research Base  
Key Laboratory of Logistics Management and Technology of Beijing

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## Foreword

This volume contains the proceedings of the 2015 Industrial Economics System and Industrial Security Engineering (IEIS'2015), held in Barcelona, Spain and Beijing, China, hosted by China Center for Industrial Security Research of Beijing Jiaotong University (CCISR), International Center for Informatics Research of Beijing Jiaotong University (ICIR) and School of Economics and Management of Beijing Jiaotong University (BEM); cooperating with Universitat Politècnica de Catalunya BarcelonaTech (Spain) and University of Reading (UK), and supported by the National Natural Science Foundation of China (NSFC), K. C. Wong Education Foundation (Hong Kong), Sino-EU Doctoral School for Sustainability Engineering (Program in Logistics, Information, Management and Service Science), EU FP7 (7th Framework Programme), Beijing Logistics Informatics Research Base, and Key Laboratory of Logistics Management and Technology of Beijing.

This conference is to provide a forum for scholars and practitioners in the world to discuss the problems in industrial economics and industrial security theories and practices. It aims to provide insights in solving the problems in national economy, social development and economic security. The conference has two simultaneous tracks, which cover different aspects and include: "Industrial Economics" and "Industrial Security". Papers published in each track describe state-of-art research works that are often oriented towards real world applications and highlight the benefits of related methods and techniques for the emerging field of industries.

IEIS 2015 received 130 paper submissions from several countries and regions. 62 papers were accepted and published after strict peer reviews. The total acceptance ratio is 46.9%. Additionally, a number of invited talks, presented by internationally recognized experts in different areas, have positively contributed to reinforce the overall quality of the conference and to provide a deep understanding of related areas.

The program for this conference required the dedicated effort of many people. Firstly, we would like to thank the authors, whose research and development efforts are recorded here. Secondly, we thank the members of the program committee and the additional reviewers for a valuable help with their expert reviewing of all submitted papers. Thirdly, we thank the invited speakers for their invaluable contribution and the time for preparing their talks. Fourthly, we thank the special session chairs whose collaborations with IEIS are much appreciated. Finally many thanks are given to the colleagues from Beijing Jiaotong University and Universitat Politècnica de Catalunya BarcelonaTech for their hard work in organizing this event.

We wish you all enjoyed an exciting conference and an unforgettable stay in Barcelona, Spain, or in Beijing, China. We hope to meet you again next year for the IEIS 2016 at Henley Business School of Johannesburg, South Africa and the details of which will soon be available at <http://icir.bjtu.edu.cn/ieis2016>.

## Foreword

Prof. Qiusheng Zhang  
Beijing Jiaotong University, China

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Beijing Jiaotong University, China

Prof. Juliang Zhang  
Beijing Jiaotong University, China

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## **Opening Session**

### **Spain**

**Monday, 27 July**

09:00-09:30(Local Time)

Sala d'Actes, Universitat Politècnica de Catalunya BarcelonaTech, Spain

### **China**

**Monday, 27 July**

08:30-09:00(Local Time)

Room306, Siyuan East Building, Beijing Jiaotong University



# Keynote Lectures

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**Spain**

**Monday, 27 July**

**09:30-10:00 (Local Time)**

**Room: Sala d'Actes**

## **The Introduction of Port of Barcelona and Logistics Status**

Jordi Torrent

*Strategy Manager of Port of Barcelona, Barcelona, Spain*



Mr. Jordi Torrent is the Strategy Manager of Port of Barcelona from November 2007. He got his Master Degree in International Studies at University of Barcelona (1997). He is responsible for the elaboration of the Port's III Strategic Plan, design and development of logistics and transport infrastructures and services for attracting cargo to the Port of Barcelona, and market research in Europe and North of Africa. Moreover, some of his goals is improve the attraction of foreign investment from the logistics and distribution sectors, and the development of online tools for monitoring and improvement of logistics chains. He is Member of the Board of Directors of the Perpignan Saint-Charles Conteneur Terminal, of Directors of Puerto Seco de Coslada, and Manager of Intermed Gateway Ports Association (Barcelona, Marsella, Génova).

He is also Vice-Chairman of the PCS & Trade Facilitation Committee of the IAPH.

**Spain**

**Monday, 27 July**

**10:45-11:30 (Local Time)**

**Room: Sala d'Actes**

## **Internet of Connected ServGoods: Considerations, Consequences and Concerns**

James M. Tien

*IEEE Fellow, Academician of America National Academy of Engineering  
Distinguished Professor and Dean of College of Engineering  
University of Miami, Coral Gables, Florida, USA*

In an earlier paper (Tien 2012), the author argues that, in contrast to the first and second industrial revolutions which respectively focused on the development and the mass production of goods, the next – or third – industrial revolution is focused on the integration of services and/or goods; it began in this second decade of the 21st Century. The Third Industrial Revolution (TIR) is underpinned by the integration or mass customization of services and/or goods. The benefits of real-time mass customization cannot be over-stated as goods and services become indistinguishable and are co-produced as “ServGoods”, resulting in an overwhelming economic advantage to the industrialized countries where the consuming customers are at the same time the co-producing producers. Adding sensors to these ServGoods and letting them connect or communicate among themselves or with other ServGoods can result in an Internet of Things (i.e., connected ServGoods). A number of considerations, consequences and concerns relating to such an Internet of Connected ServGoods are discussed herein.



In 2007, Dr. James M. Tien became a Distinguished Professor and the Dean of the College of Engineering at the University of Miami, Coral Gables, Florida. He received the BEE from Rensselaer Polytechnic Institute (RPI) and the SM, EE and PhD from the Massachusetts Institute of Technology (MIT). He has held leadership positions at Bell Telephone Laboratories, at the Rand Corporation, and at Structured Decisions Corporation (which he co-founded). He joined the Department of Electrical, Computer and Systems Engineering at RPI in 1977, became Acting Chair of the department, joined a unique interdisciplinary Department of Decision Sciences and Engineering Systems as its founding Chair, and twice served as the Acting Dean of Engineering. Dr. Tien has published extensively, been invited to present dozens of plenary lectures, and been honored with both teaching and research awards, including being elected a Fellow in IEEE, INFORMS and AAAS and being a recipient of the IEEE Joseph G. Wohl Outstanding Career Award, the IEEE Major Educational Innovation Award, the IEEE Norbert Wiener Award, the IEEE Richard M. Emberson Award, and the IBM Faculty Award. He received a Doctor of Engineering (honoris causa) from Canada’s University of Waterloo and is also an Honorary Professor at over a dozen non-U.S. universities. Dr. Tien is an elected member of the prestigious U. S. National Academy of Engineering.

**Spain**

**Monday, 27 July**

**11:30-12:15 (Local Time)**

**Room: Sala d'Actes**

## **Deep Learning Applications in Traffic and Transportation**

C. L. Philip Chen

*IEEE Fellow, FAAAS Fellow*

*Dean and Chair Professor of the Faculty of Science and Technology  
University of Macau, Macau, China*

The talk is to discuss recent interesting subject in deep learning technique and its application in traffic flow prediction. Deep learning is a machine learning algorithm that attempt to learn in multiple levels, corresponding to different levels of abstraction. Alternatively, the main advantage of deep learning is about learning multiple levels of representation and abstraction. It is typically used to abstract useful information from data. The levels in these learned statistical models correspond to distinct levels of concepts, where higher-level concepts are defined from lower-level ones, and the same lower level concepts can help to define many higher-level concepts. The concepts can be applied in prediction and decision making in different areas.



C.L. Philip Chen received the M.S. degree in electrical engineering from the University of Michigan, Ann Arbor, in 1985 and the Ph.D. degree in electrical engineering from Purdue University, West Lafayette, IN, in 1988. After having worked at U.S. for 23 years as a tenured professor, as a department head and associate dean in two different universities, he is currently the Dean of the Faculty of Science and Technology, University of Macau, Macau, China and a Chair Professor of the Department of Computer and Information Science. Dr. Chen is a Fellow of the IEEE and the AAAS. He has been the President of IEEE Systems, Man, and Cybernetics Society (2012-2013). Currently, he is the Editor-in-Chief, of IEEE Transactions on Systems, Man, and Cybernetics: Systems (2014-2015) and associate editors of IEEE Access and several IEEE Transactions. He is also the Chair of TC 9.1 Economic and Business Systems of IFAC. His research areas are systems, cybernetics, and computational intelligence. He is also an executive committee member of Chinese Association of Automation, Fellow of CAA, and Associate EIC of CAA Communications, a Fellow of Hong Kong Institute of Engineer. A Program Evaluator of ABET (Accreditation Board of Engineering and Technology) in Electrical Engineering, Computer Engineer and Software Engineering.

**Spain**

**Monday, 27 July**

**12:15-13:00 (Local Time)**

**Room: Sala d'Actes**

## **Logistics Challenges in the Global Economy**

Martin Dresner

*Professor and Chair of the Logistics, Business and Public Policy Department  
R.H. Smith School of Business, University of Maryland, USA*

The increase in global trade, along with the distribution and integration of production around the world, has resulted in a number of logistics challenges. These challenges include minimizing and recovering from supply chain disruptions, maintaining the security of supply chains, managing outsourcing firms, minimizing system-wide logistics costs, and maintaining or increasing logistics service levels. The focus of this talk will be on recent academic research that outlines the nature of these logistics concerns and the potential methods to alleviate these problems.



Martin Dresner has served on the faculty of the R.H. Smith School of Business at the University of Maryland since 1988, where he is currently Professor and Chair of the Logistics, Business and Public Policy Department. He received his Ph.D. in Policy Analysis from the Sauder School of Business at the University of British Columbia. Dresner's research focuses on two broad areas, air transport policy and logistics management. He has published over 75 papers in refereed journals. Professionally, he is President of the Air Transport Research Society (ATRS), an academic organization devoted to research in the aviation industry. In addition, Dresner is on the Scientific and Steering Committees of the World Conference on Transportation Research. Dresner is immediate past editor of *Research in Transportation Economics* and a former editor of *Transportation Journal*. He sits on the editorial boards of several journals in the transportation, logistics and supply chain fields. Dresner is a former president of the Transportation and Public Utilities Group (TPUG) of the Allied Social Sciences Association, and of the Transportation Research Forum (TRF). He has testified before the U.S. House Aviation Subcommittee, and has worked on consulting projects for a number of organizations, including the Maryland Aviation Administration, the Federal Aviation Administration and the U.S. Department of Energy.

**China**  
**Monday, 27 July**  
**09:30-10:15 (Local Time)**  
**Room: SD306**

## **Systemic View on Service Management in Shanghai World Expo**

JifaGu

*Professor of Academy of Mathematics and Systems Sciences, Chinese Academy of Sciences  
 Academician and Vice President of International Academy of System and Cybernetics  
 Academician of Euro-Asia Academy of Sciences, China*

Shanghai World Expo had run in Shanghai during May 1 to October 31, 2010. The number of total visitors amounts to 72 millions, occupies the first place till now within all World Expo. The queuing problem also occupies important place, for some pavilion its queuing length was more than 6 thousands visitors and the longest waiting time was more than 10 hours. We will introduce our research on the service management from systemic view. We not only care the general queuing phenomena in the physical aspect, but also the psychological aspect in visitors and volunteers. Finally we wish study the systemic problem in the more large scale systems, including visitors, pavilions from various participated countries and organizers from State and Shanghai municipality, and lastly the wide netizens on the web, who care the activities related to world expo in all aspects. We use some concepts and methods in the complex system, such as self-similarity, self-organization, and also some concepts and theory from management science. This research is supported by 973 Research program "Studies on the perception and law of social collective behaviors under the hybrid information network" sponsored by Ministry of Science and Technology of China. Some of our colleagues in this program also develop several advanced Information techniques for sensing the perception of the collective behavior happened in whole process in Expo.

Co-author: Li Qianqian, Xu Sangying, Fang Yong, Shi Kan, Wang Bo, Song Li, Xie Rong



Jifa Gu, Professor, Academy of Mathematics and Systems Sciences, Chinese Academy of Sciences, Bachelor, Peking University, PhD, Institute of Mathematics, USSR Academy of Sciences, working in the fields of Operations Research and Systems Engineering. He published more than 30 books and 200 journal papers. He participated in practices on missile, energy, environment, water resource, regional strategy and various projects on evaluation. 1995 with Dr. Zhu ZC proposed Wuli-Shili-Renli system approach and got applications in many practical cases. In recent ten years he has engaged in the study and application of Meta-synthesis system approach and Knowledge Science. He has participated in several national research programs related to social issues, digging experiences from TCM veteran doctors and study on the collective behaviors in Shanghai

World Expo. He had been President of Systems Engineering Society of China, President of International Federation of System Research. Now he is academician and vice president of International Academy of System and Cybernetics, academician of Euro-Asia Academy of Sciences.



# Conference Organisers

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## **China Center for Industrial Security Research**

China Center for Industrial Security Research (CCISR) was founded in Beijing Jiaotong University (BJTU) in November, 2007. It is not only the first but also the only academic institute which specializes in the research on industrial security problems in domestic area. CCISR has achieved leapfrog development in such aspects as education, scientific research, talent cultivation and international cooperation and communication through the joint efforts made by all the staff since its foundation. CCISR aims at building the most authoritative academic institution for industrial security problems; takes the promotion of China's industrial security and development as its own duty; and will unremittingly devote itself to scientific creation, educational research, talent cultivation and international academic cooperation and communication.

In recent years, CCISR values highly on the research of industrial security theory and practice. It publishes series of industrial security and development report according to the development status of the first, the second and the third industries and key industries every year. Meanwhile, CCISR also makes monographic studies on the hot issues and difficult problems in current industrial development under the entrustment by governmental departments, international organizations and enterprises. As a result, it has obtained many provincial and ministerial-level projects and horizontal projects including key tender projects of National Social Science Fund, the significant research projects in the prophase of the 12th Five Year Planning of NDRC, the significant research projects of Ministry of Education, ministerial projects of Ministry of Commerce and the ministerial projects of National Insurance Regulatory Commission.

## **International Center for Informatics Research, Beijing Jiaotong University**

The International Center for Informatics Research (hereinafter referred to as "ICIR") of Beijing Jiaotong University is based on the Department of Information Management, School of Economics and Management, Beijing Jiaotong University. It is an international research and teaching base which is jointly founded by the following members: Beijing Jiaotong University, University of Reading UK, Massachusetts Institute of Technology, the Pennsylvania State University, Miami University, Swedish Royal Institute of Technology, Vrije Universiteit Amsterdam, the Netherlands, Nanyang Technological University, Singapore and Victoria University, Australia. Currently, there are about 70 full-time and part-time researchers including professors and scholars of Information Management and Management Science, researchers, senior managers and government officials who are active in various industries. Most of them have their unique background in the areas such as mobile commerce, intelligent pervasive spaces, organizational semiotics, decision support system, service science and knowledge management etc.

By making full use of the strong research and teaching strength from the above nine members, the ICIR will not only carry out extensive and in-depth international exchanges and cooperation in the research and teaching area of Information System, but also provide an integrated platform for high-level researchers to cooperate and learn from each other.

Exchange programs including teachers, PHD and post graduate students among the above nine members will be carried out in order to do high level researchers. Jointly PHD and post graduate level programs, international conference, forum and seminar will also be held on this integrated platform.

## **School of Economics and Management, Beijing Jiaotong University**



Since its founding in 1896, Beijing Jiaotong University has become a nationally recognized institution for its high reputations in diverse academic areas. The university takes the discipline areas of engineering and management as its foundation, and the discipline groups of information and communications, management and economics as its main characteristics. Economics and management is a long-standing discipline developed in parallel with the growth of the university. The School of Economics and Management, one of the nine schools of the university, was first established in 1996, by combining the former School of Economics, Department of Material Management Engineering, and Department of Industry and Construction Management Engineering.

The School of Economics and Management has made brilliant achievements by acting on the 100-year plan for developing the disciplines, working for building itself into the first-rate domestic school of the type, which regards it as its own duty to nurture the most outstanding personnel who blaze new trails. It generates new learning that holds the lead, and serves a new economy and society. The School adheres to the kernel ideal of creativity, devotion, magnanimity, love and harmony. It is an upholder of the pioneering spirit, and will ceaselessly keep forging ahead.

At present, the School has a faculty of 221 members, including one academician of the Chinese Academy of Engineering, one advisor of the State Council, one specially invited Professor from Yangtze River Scholar, one member of the Discipline Evaluation Workgroup of the State Council Degree Committee, three members of the

## Conference Organisers

National Teaching Advisory Committee of the Ministry of Education, 40 full professors and 86 associate professors. It has more than 4000 students. Within the School, there are the Department of Economics, Department of Accounting, Department of Enterprise Management, Department of Information Management, Department of Logistics Management, Department of Tourism Management, Department of Engineering Management, Department of Public Administration, Department of Finance, Sino-Australia Business School as well as Professional Degree Education Center. There are 20 education and research institutes of various descriptions including the Institute of Transportation Economic Theories and Policies, Institute of Development Strategy, Research Center of Acquisition and Restructuring of Chinese Enterprises, Institute of Labor Economics and Human Resource Management, Institute of Value added Logistics, etc.

At present, there are three postdoctoral research stations, three first-level and ten second-level sites for Ph.D. four first-level sites for Master's Degree and 11 sites for Professional Master's Degree. The School offers 11 specialties for undergraduates, of which Industrial Economics is a key discipline of the nation, and Management Science and Engineering as well as Enterprise Management key disciplines of Beijing. The School has one key research based in Philosophy and Social Science in Beijing.

The School has established cooperative relationship with many different universities in diverse areas, including student exchange program, visiting scholar program, case-sharing program, and Joint MBA program. Also, the school has established strategy cooperation relationship with many famous universities around the world.

## Universitat Politècnica de Catalunya BarcelonaTech, Spain



The Universitat Politècnica de Catalunya · BarcelonaTech (UPC) is a public institution dedicated to higher education and research, specialised in the fields of engineering, architecture and science.

In a highly creative context, the UPC's research, teaching and management projects are based on the principles of freedom, justice, democracy, solidarity, cooperation, sustainability, efficiency, transparency and social responsibility. They also reflect the University's commitment to the environment and to change.

With a focus on intellectual rigour, critical thinking, a cross-disciplinary approach to knowledge, educational innovation and entrepreneurship, the UPC produces competent professionals with the skills they need to tackle present and future challenges.

The activity that goes on at UPC campuses and schools has made the University a benchmark institution. The University harnesses the potential of basic and applied research, and transfers technology and knowledge to society. These actions make the UPC—in partnership with industry—an agent and driver of economic and social change.

The UPC puts its scientific and technological infrastructure at the service of research groups and centres, researchers and students, professionals, companies and institutions.

As a leading member of international networks of excellence, the UPC has a privileged relationship with global scientific and educational organisations. As a result, the University is at an advantage when it comes to attracting international talent.

## Henley Business School, University of Reading



Founded in 1945, by business for business, Henley was the first business school in the UK and is one of the oldest and most respected schools in Europe.

Our impressive full-service portfolio includes a range of undergraduate degrees and Postgraduate degrees in Accountancy, Business, Management, Finance, Real Estate, Planning, Informatics, and Coaching. We offer a world-class DBA and have a dynamic community of PhD students on postgraduate research degrees. Henley has an impressive track record of growing leaders and developing managers to make the right choices for their organisations and for the society they live in which are delivered through our executive education programme, the Henley Partnership and the Henley MBA.

One of the very few business schools worldwide to hold triple-accredited status from the major UK, European and US awarding bodies (AMBA, EQUIS, AACSB), we are also the world's third largest provider of MBA education and home to the world-ranked Henley MBA.

The School represents the largest unit within the University of Reading, rated among the UK's most research-intensive institutions and ranked among the world's top 200 universities (The Times, 2008).

## **Business Informatics, Systems and Accounting**

Business Informatics, Systems and Accounting (BISA) is part of the Henley Business School at the University of Reading. Characterised by its distinctive approach, BISA integrates socio-technical thinking and interdisciplinary expertise in many areas such as information management, business processes and systems, accounting and finance. Taught by world-renowned faculty, the programmes within BISA feature a vibrant mix of industry knowledge and academic excellence.

BISA works closely with top international industry and academic partners to deliver a wide range of undergraduate and postgraduate programmes. Our Partners and customers include Beijing Institute of Technology, Renmin University of China, PwC, CapGemini and Deutsche Telekom. BISA has built an excellent record of knowledge transfer and commercialising research outcomes both locally and internationally.

Research centres, based within BISA, aim to provide interdisciplinary centres of excellence and expertise in specialist areas of informatics and Accounting.

Collaborative research has resulted in contributions in various domains such as enterprise strategy and architecture for competitive advantages, enterprise systems solutions, intelligent and sustainable built environments, and information management in healthcare. BISA boasts a thriving PhD programme in a range of informatics and accounting topics with 30 plus doctoral researchers. BISA leads research and manages partner relationships across the globe to consolidate best practices into teaching programmes for the benefit of course participants and partner organisations.





# General Information

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## General Information

### Registration

**Spain Venue (Local Time):** 17:00-19:00, Sunday, 26 July

Location: Lobby

**China Venue (Local Time):** 14:30-17:30, Sunday 26 July

Location: Ground Floor, Siyuan East Building

### Opening Session

Spain (Local Time): 09:00-09:30, Monday, 27 July

Location: Sala d'Actes

China (Local Time): 08:30-09:00, Monday, 27 July

Location: SD 306, Siyuan East Building

### Meals

Coffee-breaks will be served to all registered participants.

Lunches will be served from 13:00 to 14:00 to all registered participants in Spain Venue on 27 July

Lunches will be served from 13:00 to 14:00 to all registered participants in Spain Venue on 28 July

Lunches will be served from 12:00 to 13:00 to all registered participants in China Venue on 27 July

Lunches will be served from 12:00 to 13:00 to all registered participants in China Venue on 28 July

Dinners will be served at 19:00 to all registered participants in Spain Venue

Dinners will be served at 17:30 to all registered participants in China Venue

### Social Activities

Visiting Barcelona City History Museum from 18:00 to 19:00

Location: The Museu d'Història de Catalunya (MHC)

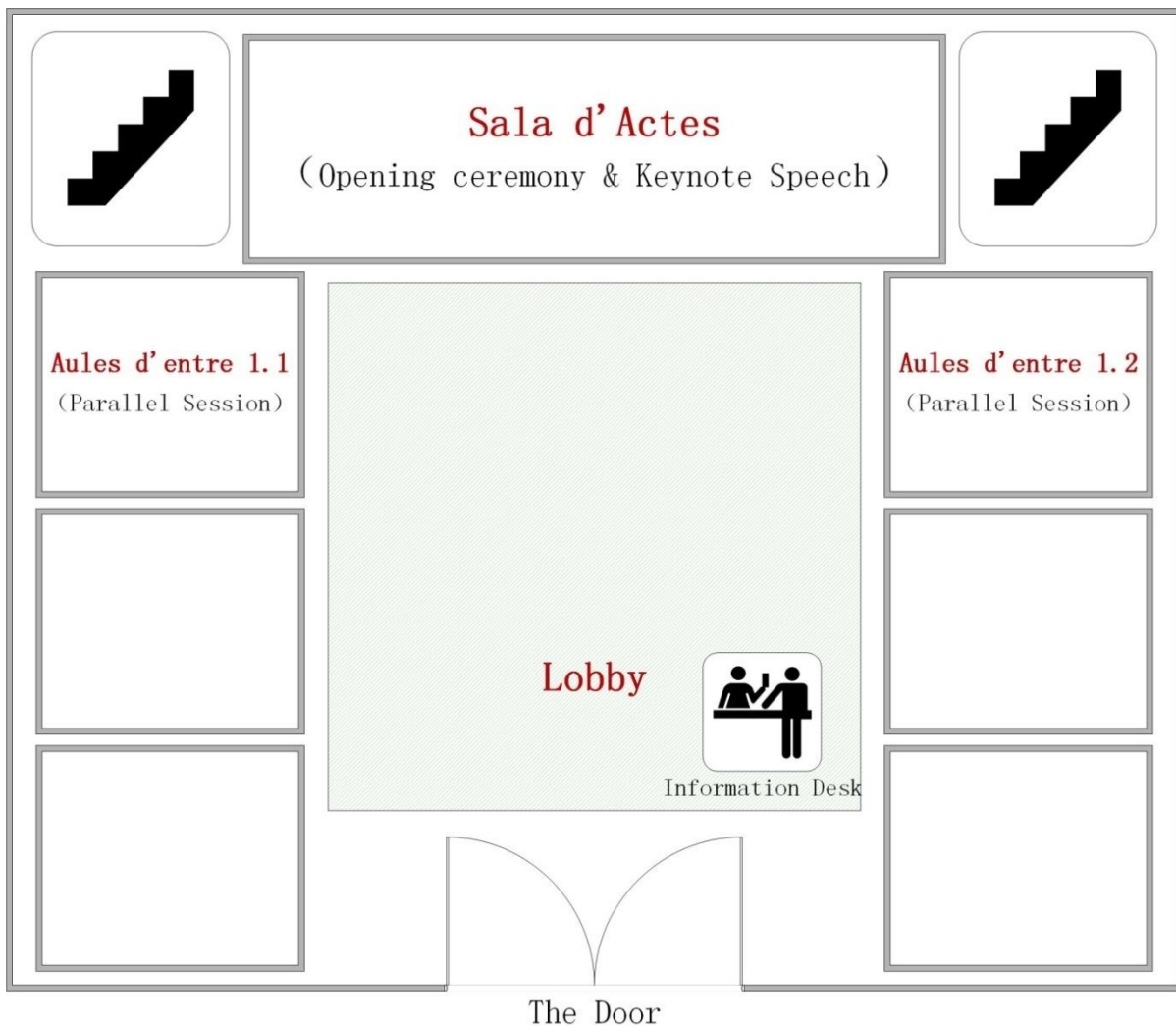
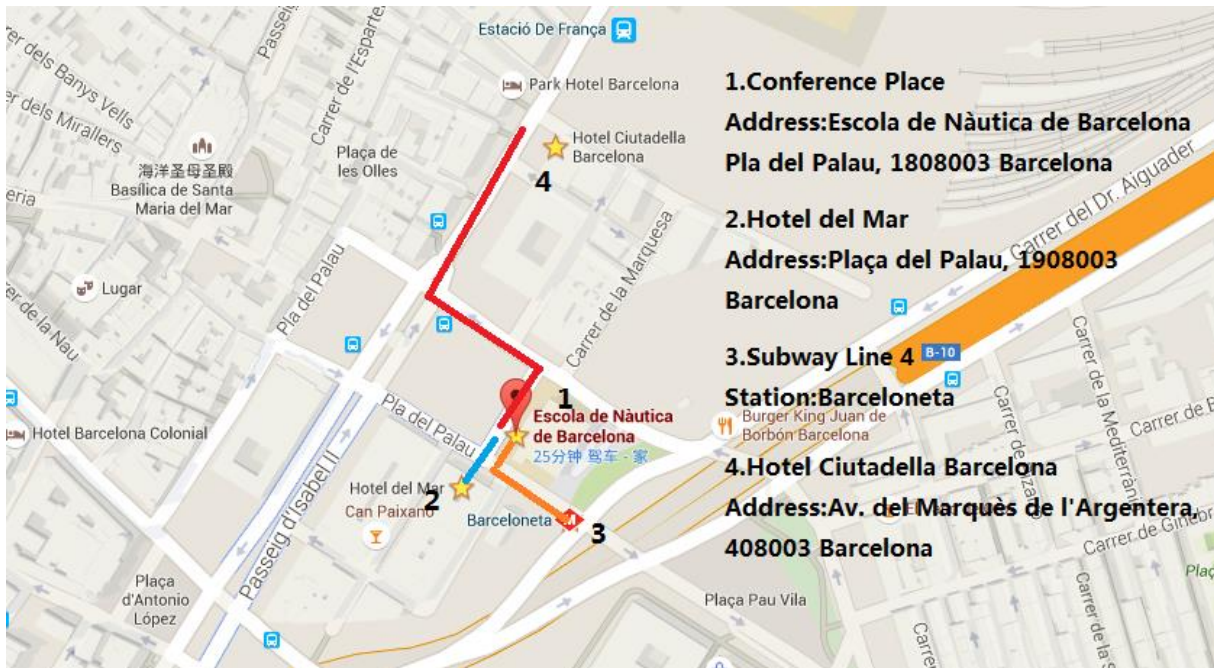


# Rooms Layout

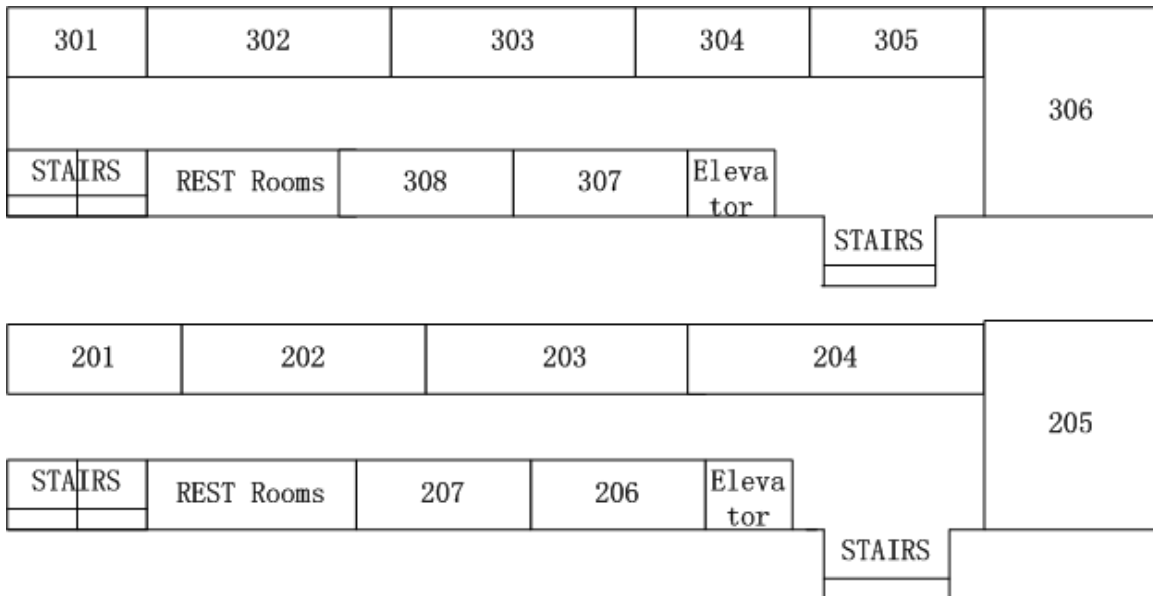
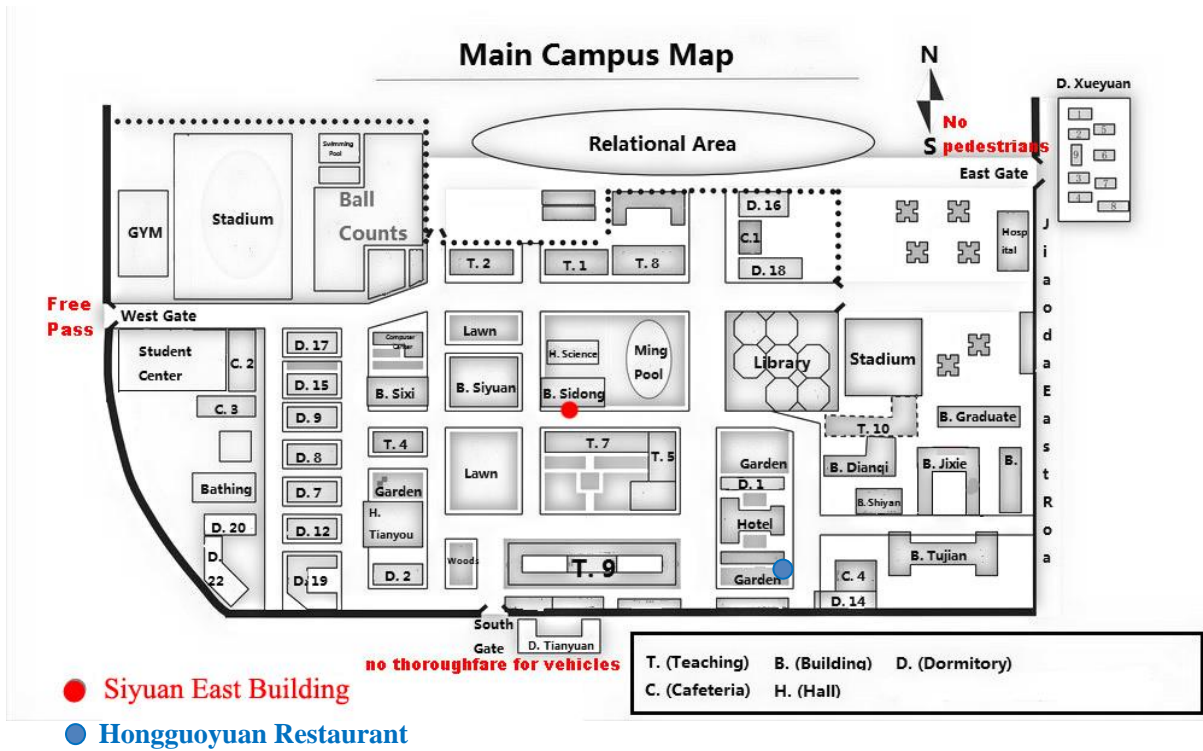
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## Spain Venue



# China Venue



First Floor of Siyuan East Building (SD Building)

**Main Conference Room: 306**

Session Rooms: 302, 303



# Program Layout

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## Spain Venue (Local Time)

From	To		Location	Chair
<b>26 July</b>				
17:00	19:00	Registration	Lobby	
<b>27 July</b>				
08:00	09:00	Registration	Lobby	
09:00	09:30	Conference opening session	Sala d'Actes	Vicenc Fernandez
09:30	10:00	The Introduction of Port of Barcelona and Logistics Status <i>Mr. Jordi Torrent</i>	Sala d'Actes	Vicenc Fernandez
10:00	10:45	Photo/Coffee Break	Port of Barcelona	
10:45	11:30	Internet of Connected ServGoods: Considerations, Consequences and Concerns <i>Prof. James M. Tien</i>	Sala d'Actes	Martin Dresner
11:30	12:15	Deep learning applications in traffic and transportation <i>Prof. C. L. Philip Chen</i>	Sala d'Actes	Run tong Zhang
12:15	13:00	Logistics Challenges in the Global Economy <i>Prof. Martin Dresner</i>	Sala d'Actes	Vicenc Fernandez
13:00	14:00	Lunch	Lobby	
18:00		Reception	Lobby	
<b>28 July</b>				
18:00	19:00	Visiting Barcelona City History Museum	Barcelona City History Museum	
19:00		Banquet	The roof of Museum	Vicenc Fernandez

## China Venue (Local Time)

From	To	Location	Chair
<b>26 July</b>			
14:30	17:30	Registration	Ground Floor
<b>27 July</b>			
08:00	08:30	Registration	Ground Floor
08:30	09:00	Conference Opening Sessions	SD306 Juliang Zhang
09:00	09:30	Photo/ Coffee Break	Science Hall
09:30	10:15	Systemic View on Service Management in Shanghai World Expo <i>Prof. Jifa Gu</i>	SD306 Xianliang Shi
10:15	12:00	Parallel Sessions	SD302
12:00	13:00	Lunch	Hongguoyuan Restaurant
13:00	14:50	Parallel Sessions	SD302
14:50	15:10	Coffee Break	Third Floor
15:10	17:00	Parallel Sessions	SD302
17:30		Reception	Hongguoyuan Restaurant
<b>28 July</b>			
08:00	09:50	Parallel Sessions	SD302
09:50	10:10	Coffee Break	Third Floor
10:10	12:00	Parallel Sessions	SD302
12:00	13:00	Lunch	Hongguoyuan Restaurant
13:00	14:50	Parallel Sessions	SD302-303
14:50	15:10	Coffee Break	Third Floor
15:10	17:00	Parallel Sessions	SD302-303
17:30		Banquet	Hongguoyuan Restaurant
<b>29 July</b>			
08:00	09:50	Parallel Sessions	SD302-303

## Parallel Sessions

Date	27 July			28 July				29 July
Time	10:15-12:00	13:00-14:50	15:10-17:00	08:00-09:50	10:10-12:00	13:00-14:50	15:10-17:00	08:00-09:50
<b>SD302</b>	<b>ES</b>	<b>IE-1</b>	<b>IS</b>	<b>IP-1</b>	<b>SI</b>	<b>AERI</b>	<b>IE-2</b>	<b>IO</b>
<b>SD303</b>						<b>OS-1</b>	<b>OS-2</b>	<b>IP-2</b>

ES: Empirical Studies

IE-1: Industrial Economy 1

IS: Industrial Security

IP-1: Industrial Policy 1

SI: Service Industrial

AERI: Agricultural EconomyRegional Industry

IE-2: Industrial Economy2

IO: Industrial Organization

OS-1:Others1

OS-2: Others 2

IP-2: Industrial Policy 2



# **Final Program**

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# Contents



**27 July Sessions**

**Spain Venue (Local Time)**

**Conference opening session (09:00 - 09:30)**

**Room: Sala d'Actes**

**Plenary Session 1 (09:30-10:00)**

**Title: The Introduction of Port of Barcelona and Logistics Status**

**Speaker: *Mr. Jordi Torrent***

**Chair: Vicenc Fernandez**

**Room: Sala d'Actes**

**Photo (10:00 – 10:45)**

**Location: Port of Barcelona**

**Plenary Session 2 (10:45-11:30)**

**Title: Internet of Connected ServGoods: Considerations, Consequences and Concerns**

**Speaker: *James M. Tien***

**Chair: Martin Dresner**

**Room: Sala d'Actes**

**Plenary Session 3 (11:30- 12:15)**

**Title: Deep Learning Applications in Traffic and Transportation**

**Speaker: *L. Philip Chen***

**Chair: Runtong Zhang**

**Room: Sala d'Actes**

**Plenary Session 4 (12:15- 13:00)**

**Title: Logistics Challenges in the Global Economy**

**Speaker: *Martin Dresner***

**Chair: Vicenc Fernandez**

**Room: Sala d'Actes**

## **China Venue (Local Time)**

**Conference opening session (08:30 - 09:00)**

**Room: SD 306**

**Photo (09:00 – 09:30)**

**Location: Science Hall**

**Plenary Session 1 (09:30 -10:15)**

**Title: Systemic View on Service Management in Shanghai World Expo**

**Speaker: *Jifa Gu***

**Chair: Xianliang Shi**

**Room: SD 306**

### Parallel Sessions (10:15-12:00)

**Room: SD302**

**ES: Empirical Studies**

**Chair: Dong Tong**

- 7: The Impact of the Resources Constraint on the Industrial Security: A Case Study of Japan  
(*Dong Tong, Juan Li*)
- 43: Study on differences of operating assets allocation of China' state-owned enterprises and private enterprises  
(*Yang Wang, XiaoYe Liu*)
- 44: The research of the influence of macroeconomic factors on consumer finance structure  
(*Yang Wang, Linlin Du, Chenghai Zou*)
- 62: Research on RMB Index from the Perspective of Financial Security  
(*Zhanzhong Cao, Xuezhi Qin*)
- 82: Potential and Challenges of Carbon Finance Development in China  
(*Xiaoming Hu*)
- 94: Analysis of the Current Status of Development of the Cultural Industry in China  
(*Xiaofei Liu*)

### Parallel Sessions(13:00-14:50)

**Room: SD302**

**IE-1: Industrial Economy (1)**

**Chair: Yaodong Zhou**

- 107: Chinese Railway Transportation's Spillover Effects on Industry  
(*Yaodong Zhou, Xinyan Ou, Jianing Liu*)
- 51: Research on the Synergetic Evolution Model of "Technology-Organization-Service" in the Process of Service-Enhancement--the Case Study of Haier Group  
(*Qingtao Meng, Yusen Xu*)

- 63: A Comparative Study on International Competitiveness of Iron and Steel Industry of Four Asian Countries  
(*Weida He, Zhifeng Lin*)
- 68: High Performance Composite Materials Industry Development Strategy under Low-carbon Economy  
(*Changjun He, Qingxin Meng, Hui Wang*)
- 75: How Did Lenovo Build Its Global Brand?  
(*Jian Li*)
- 79: Analyzing Concepts of Crisis Management, Crisis public relations and Crisis Communication Based on the Perspective of Management  
(*Rui Yu*)

### **Parallel Sessions (15:10-17:00)**

**Room: SD302**

**IS: Industrial Security**

**Chair: Xudong Fan**

- 57: Business model innovation of enterprises which is based on the base-of-pyramid markets (BoP)  
(*Xudong Fan, Yuduo Lu*)
- 6: A Study on Strategic Evaluation Index System of Chinese Enterprises Transformation and Upgrading Based on the ISO26000 Embedding in the GVC  
(*Chen Lv, Hanchuan Lin, Fei Wang*)
- 39: Security Impacts and Key Issues of Integration of REGs on Distribution System  
(*Rui Li, Wei Wang, Lijie Xu*)
- 46: Integrated Allocation Management Evaluation System for Public Housing  
(*Yanxia Zhao, Fei Wang*)
- 85: The Opportunities and Challenges that Chinese Traditional Energy Enterprise Confront with during Exploiting the Geothermal Resources  
(*Qingxi Li*)
- 125: Value Exploration of Introducing the Theory and Technology of Economic Psychology in the Research on Industry Security  
(*Guangli Luo*)

## 28 July Sessions

### Parallel Sessions(08:00-09:50)

**Room: SD302**

**IP-1: Industrial Policy (1)**

**Chair: Jinsong Zhang**

- 122: Research on the Development Countermeasure of New Energy Vehicles in China  
(*Jinsong Zhang, Ze Zhu, Jie Shen, Minghao Yan*)
- 18: The Research on Controlling Measures of Overcapacity  
(*Mei Feng, Kehui Yu*)
- 31: The Impact of Interest Rates on Bank Risk-taking: A Comparison between State-owned Banks and Joint-stock Banks in China  
(*Shun-Ho Chu, Wenjie Yang, Jie Hu*)
- 59: Study on the government regulation of Chinese cultural industry in the times of Globalization  
(*Liwen Han*)
- 80: The Market Power and Scale Economies of Electricity Industry: Comparison before and after the Reform  
(*Jing Wang, Yaodong Zhou*)
- 95: On the Problems and Countermeasures of PPP Mode in China  
(*XueJing Hou, Yanzhang Wang*)

### Parallel Sessions(10:10-12:00)

**Room: SD302**

**SI: Service Industrial**

**Chair: Chengfeng Huang**

- 33: The Characteristics of Traffic Congestion from the Perspective of Spatial Structure,

## Final Program

- Urbanization and Motorization in Chongqing  
(*Chengfeng Huang, Yin Ding, Yuanyuan Zhang, Zheng Shen*)
- 27:Optimal Various Types Traffic Sensors Location in Stochastic Network:A Bi-level Programming Model  
(*Qiubo Zhang*)
- 69:Dynamic Evolution of the Influence Factors of the Development of Electronic Banking Business in Local Commercial Banks of Underdeveloped Areas  
(*Wei Chen, Wenli Li, Jian Zhang*)
- 74: Electronic Commerce-Great Impetus for Exhibition Boom  
(*Yujuan Jia*)
- 105:Countermeasures for Maintaining Security of the Cultural Industry  
(*Xiaofei Liu*)

## Parallel Sessions(13:00-14:50)

**Room: SD302**

**AERI: Agricultural EconomyRegional Industry**

**Chair: Shaoqing Tang**

- 15:Synergy Mechanism Research Based on the Integration of Beijing-Tianjin-Hebei Region  
(*Shaoqing Tang, Yating Sui, Jianling Li, Jianbin Chen*)
- 60:Competitiveness Evaluation of Culture Industry in Four provinces of Central China  
(*Lin Yu, Changjinag Li, Long Wang*)
- 16:Studies on Capital Buffer Mechanism of China's Commercial Banks from the Perspective of Liquidity  
(*Shaofeng Yuan, Yun Zeng, Jing Wang*)
- 17:Empirical Analysis of Agricultural Exports Competitive of Henan Province  
(*Mei Feng, Yafen Yan*)
- 52: A Pilot Study on Chinese Flower Industry Cluster  
(*Zi Feng, Biju Xu*)

**Room: SD303**

**OS-1: Others (1)**

**Chair: Menggang Li**



- 53: Distinguishing the Chinese Grain Safety from the Angle of Economy Ecologization  
(*Menggang Li, Jicheng Zhang*)
- 54: Establish International Market Oriented Open Grain Market System  
(*Menggang Li, Shuqing Huang*)
- 55: Present Status of Grain Production in China and the Recommendations for Regional Development of Grain Production  
(*Menggang Li, Yu Zhao*)
- 56: A Study on Dynamic Early Warning Model for Grain Security in China  
(*Menggang Li, Kangning Zheng*)
- 67: The Three Successful Metropolitan Areas' Rail Transit Modes--- The Revelation for Yangtze River Delta Region  
(*Yingying Gai*)

**Parallel Sessions(15:10-17:00)**

**Room: SD302**

**IE-2: Industrial Economy (2)**

**Chair: Jia Qi**

- 37: Integration of Construction Worker Safety in Design through the Use of BIM  
(*Jia Qi, Raymond Issa, Shengyue Hao*)
- 42: Characteristics and Development of Information Industry and Its Impact on the Economy  
(*Shan Chen*)
- 65: Research of industrial upgrading basing on industrial technology chain  
(*Ruimin Xu*)
- 108: Research on the Effects of Trade Openness on Employment in China  
(*Wenjing Wang*)

**Room: SD303**

**OS-2: Others (2)**

**Chair: Mingxiu cao**

- 8: The concept of defining Home care for the aged services Based on the connotation and extension in China  
(*Mingxiu Cao*)

## Final Program

- 70: Integration of Value Chain on Choice of Alliance or Acquisition: an empirical study of fast moving consumer goods industry  
(*Weike Zhou, Hai Wang*)
- 77: The Discussion of Investment Analysis Method in the New Round of China Stock Bull Market  
(*Zhaoyu Qiu*)
- 111: Study on the Effect of Private Enterprises to Absorb the Employment of Guangdong  
(*Mengchen Li*)
- 123: Research on Safe Evacuation Simulation of University Students' Dormitory Building Based on Pathfinder  
(*Jing Zhao, Shouxin Song*)

**29 July Sessions**

**Parallel Sessions(08:00-09:50)**

**Room: SD302**

**IO: Industrial Organization**

**Chair: Xuemin Chen**

- 61: The Research of China's Finance Security Indicator  
(*Xuemin Chen*)
- 58: Research on the Current Status of the Cultural Industry Organization in China and the Development Countermeasures  
(*Li Xiao*)
- 66: Analysis of formation mechanism of industrial hollowing-out in China  
(*Zhengquan Li*)
- 86: Analysis of Monopoly Power in China's Civil Aviation Industry  
(*Hongchang Li, Yaqi Cai*)
- 99: A New Method of Production: Peer Production  
(*Xiangdong Pan*)
- 130: The impact of safety climate on safety behavior for drivers in High-speed railway industry using safety control as mediator  
(*Li Zhang, Yingqi Liu*)

**Room: SD303**

**IP-2: Industrial Policy (2)**

**Chair: Baolin Ma**

- 119: The Models, Risks and Regulations of P2P Lending in China  
(*Baolin Ma, Zheyi Wen*)
- 28: The Application Research on Tourism Enterprise Implementing Precision Marketing in the Era of High-speed Rail  
(*Yue Wu*)

## Final Program

- 48: Traffic Congestion Problem Based on Time-space Conversion Perspective  
(*Shen Yan, Tian Zhang*)
- 72: Economic Effects of Modern Information Service Industry in China: Evidence from Beijing  
(*Fenfei Chen, Chenchen Wang, Yuan Ren*)
- 76: An Innovation Trajectory in Emerging Industry under Strategic Niche Management Perspective  
(*Huajun Li*)
- 118: Impact of Industrial Development on the Spatial Structures in Danube Region in Serbia  
(*Slavka Zekovic*)

# **Session Schedule**



Paper ID	Authors' name	Group	Session Name	Room	Day	Time
6	Chen Lv, Hanchuan Lin, Fei Wang	IS	Industrial Security	SD302	27-Jul	15:10-17:00
7	Dong Tong, Juan Li	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
8	Mingxiu Cao	OS2	Others (2)	SD303	28-Jul	15:10-17:00
15	Shaoqing Tang, Yating Sui, Jianling Li, Jianbin Chen	AERI	Agricultural Economy Regional Industry	SD302	28-Jul	13:00-14:50
16	Shaofeng Yuan, Yun Zeng, Jing Wang	AERI	Agricultural Economy Regional Industry	SD302	28-Jul	13:00-14:50
17	Mei Feng, Yafen Yan	AERI	Agricultural Economy Regional Industry	SD302	28-Jul	13:00-14:50
18	Mei Feng, Kehui Yu	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
27	Qiubo Zhang	SI	Service Industrial	SD302	28-Jul	10:10-12:00
28	Yue Wu	IP2	Industrial Policy (2)	SD303	29-Jul	08:00-09:50
31	Shun-Ho Chu, Wenjie Yang, Jie Hu	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
33	Chengfeng Huang, Yin Ding, Yuanyuan Zhang, Zheng Shen	SI	Service Industrial	SD302	28-Jul	10:10-12:00
37	Jia Qi, Raymond Issa, Shengyue Hao	IE2	Industrial Economy (2)	SD302	28-Jul	15:10-17:00
39	Rui Li, Wei Wang, Lijie Xu	IS	Industrial Security	SD302	27-Jul	15:10-17:00
42	Shan Chen	IE2	Industrial Economy (2)	SD302	28-Jul	15:10-17:00
43	Yang Wang, Xiaoye Liu	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
44	Yang Wang, Linlin Du, Chenghai Zou	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
46	Yanxia Zhao, Fei Wang	IS	Industrial Security	SD302	27-Jul	15:10-17:00
48	Shen Yan, Tian Zhang	IP2	Industrial Policy (2)	SD303	29-Jul	08:00-09:50
51	Qingtao Meng, Yusen Xu	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
52	Zi Feng, Biju Xu	AERI	Agricultural Economy Regional Industry	SD302	28-Jul	13:00-14:50
53	Menggang Li, Jicheng Zhang	OS1	Others (1)	SD303	28-Jul	13:00-14:50

Paper ID	Authors' name	Group	Session Name	Room	Day	Time
54	Menggang Li, Shuqing Huang	OS1	Others (1)	SD303	28-Jul	13:00-14:50
55	Menggang Li, Yu Zhao	OS1	Others (1)	SD303	28-Jul	13:00-14:50
56	Menggang Li, Kangning Zheng	OS1	Others (1)	SD303	28-Jul	13:00-14:50
57	Xudong Fan, Yuduo Lu	IS	Industrial Security	SD302	27-Jul	15:10-17:00
58	Li Xiao	IO	Industrial Organization	SD302	29-Jul	08:00-09:50
59	Liwen Han	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
60	Lin Yu, Changjiang Li, Long Wang	AERI	Agricultural Economy Regional Industry	SD302	28-Jul	13:00-14:50
61	Xuemin Chen	IO	Industrial Organization	SD302	29-Jul	08:00-09:50
62	Zhanzhong Cao, Xuezhi Qin	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
63	Weida He, Zhifeng Lin	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
65	Ruimin Xu	IE2	Industrial Economy (2)	SD302	28-Jul	15:10-17:00
66	Zhengquan Li	IO	Industrial Organization	SD302	29-Jul	08:00-09:50
67	Yingying Gai	OS1	Others (1)	SD303	28-Jul	13:00-14:50
68	Changjun He, Qingxin Meng, Hui Wang	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
69	Wei Chen, Wenli Li, Jian Zhang	SI	Service Industrial	SD302	28-Jul	10:10-12:00
70	Weike Zhou, Hai Wang	OS2	Others (2)	SD303	28-Jul	15:10-17:00
72	Fenfei Chen, Chenchen Wang, Yuan Ren	IP2	Industrial Policy (2)	SD303	29-Jul	08:00-09:50
74	Yujuan Jia	SI	Service Industrial	SD302	28-Jul	10:10-12:00
75	Jian Li	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
76	Huajun Li	IP2	Industrial Policy (2)	SD303	29-Jul	08:00-09:50
77	Zhaoyu Qiu	OS2	Others (2)	SD303	28-Jul	15:10-17:00
79	Rui Yu	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
80	Jing Wang, Yaodong Zhou	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
82	Xiaoming Hu	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
85	Qingxi Li	IS	Industrial Security	SD302	27-Jul	15:10-17:00



Paper ID	Authors' name	Group	Session Name	Room	Day	Time
86	Hongchang Li, Yaqi Cai	IO	Industrial Organization	SD302	29-Jul	08:00-09:50
91	Lu Yu	SI	Service Industrial	SD302	28-Jul	10:10-12:00
94	Xiaofei Liu	ES	Empirical Studies	SD302	27-Jul	10:15-12:00
95	Xuejing Hou, Yanzhang Wang	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
99	Xiangdong Pan	IO	Industrial Organization	SD302	29-Jul	08:00-09:50
105	Xiaofei Liu	SI	Service Industrial	SD302	28-Jul	10:10-12:00
107	Yaodong Zhou, Xinyan Ou, Jianing Liu	IE1	Industrial Economy (1)	SD302	27-Jul	13:00-14:50
108	Wenjing Wang	IE2	Industrial Economy (2)	SD302	28-Jul	15:10-17:00
111	Mengchen Li	OS2	Others (2)	SD303	28-Jul	15:10-17:00
118	Slavka Zekovic	IP2	Industrial Policy (2)	SD303	29-Jul	08:00-09:50
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122	Jinsong Zhang, Ze Zhu, Jie Shen, Minghao Yan	IP1	Industrial Policy (1)	SD302	28-Jul	08:00-09:50
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