



# 2005 IEEE International Conference on Service Operations and Logistics, and Informatics,

August 10-12, 2005 – Beijing Friendship Hotel, Beijing, China.  
Co-Sponsored by: IEEE ITSS, NSFC, CAS, and Tsinghua

## Honorary General Chairs:

Fei-Yue Wang  
President-Elect, IEEE ITS Society

Y. C. Ho,  
Harvard University

## General Chairs:

Robin G. Qiu  
Pennsylvania State University  
Nanjing University of Aeronautics  
and Astronautics

Li Zheng  
Tsinghua University

## Program Chairs:

Pitu Mirchandani \*  
University of Arizona

Ming Yu  
Tsinghua University

## Finance Chair:

Qi Xu  
Ningxia University

## Publicity Chair:

Richard Wysk  
Pennsylvania State University

## Publication Chair:

Gina Tang  
Rowan University, USA

## Special Session Chairs:

Walter Wang  
Pennsylvania State University

Doris Lee  
Pennsylvania State University

## Social Chair:

Wenjie Zhang  
Beijing JiaoTong University

## Local Arrangement Chairs:

Xiaobo Zhao  
Tsinghua University

Linling Cai  
Tsinghua University/BOCOG

## Secretariat:

Ruifeng Yu & Jie Nan  
Tsinghua University

## Treasurer:

Haiming Zeng  
Tsinghua University

## International Advisory Board

Co-Chairs: Grace Lin, IBM, USA; Terry Friesz, PSU, USA

Rajan Batta (Buffalo, USA), Linning Cai (Tsinghua/BOCOG\*, China), Ted Chang (Purdue, USA), Fangruo Chen (Columbia, USA), Jian Chen (Tsinghua, China), Xiaotien Chen (NSFC, China), Mark Fox (Toronto, Canada), Terry Friesz (PSU, USA), Sean Gao (Watchdata, China), Jizhen Guan (China), Albert Ha (HKUST, HK), Xinyi Hou (BOCOG\*, China), Sanjay Joshi (PSU, USA), Soundar Kumara (PSU, USA), Chung-Yee Lee (HKUST, HK), David Simchi-Levi (MIT, USA), Chung-Lun Li (HKPolyU, HK), Lode Li (Yale, USA), Grace Lin (IBM, USA), Sifeng Liu (NUAA, China), Peter Luh (Connecticut, USA), Avishai Mandelbaum (Technion, Israel), Hirofumi Matsuo (Kobe, Japan), Pitu Mirchandani (Arizona, USA), Robin Qiu (PSU, USA), David Russell (PSU, USA), Jeremy Shapiro (MIT, USA), N. Viswanadham (NUS, Singapore), Richard Wysk (PSU, USA), Fei-Yue Wang (Arizona, USA), Qiwen Wang (PekingU, China), Yan Wang (PBWorld, China), Seungjin Whang (Stanford, USA), Dongyan Yang (Tongji, China), Candace Yano (Berkeley, USA), David Yao (Columbia, USA), Shang-Tae Yee (GM, USA), Yuehwern Yih (Purdue, USA), Ming Yu (Tsinghua, China), Jing Bing Zhang (SIMTech, Singapore), Wenjie Zhang (BJTU, China), Yi Zhang (Tsinghua, China), Xiaobo Zhao (Tsinghua, China), Li Zheng (Tsinghua, China), Yu-sheng Zheng (Wharton, USA), Chen Zhou (GeorgiaTech, USA), Mengchu Zhou (NJIT, USA), Paul Zipkin (Duke, USA) \*The Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG)

## International Program Committee

Gajendra Kumar Adil (India), Linning Cai (China), Ying Cai (China), Joe Cecil (USA), Roberto Cigolini (Italy), Pao-Long Chang (Taiwan), David Chen (France), Frank Chen (USA), Pei-yu Chen (USA), Chun Hung Cheng (HongKong), Qizhi Dai (USA), Ralf Denzer (Germany), Enrique Espinosa (Mexico), Pooja Dewan (USA), Maria Fanti (Italy), Cipriano Forza (Italy), Sean Gao (China), Paul Gemmel (Belgium), Ergun Gide (Australia), Angappa "Guna" Gunasekaran (USA), Julie Hagle (USA), Tony Hu (USA), Zhenghua Hu (China), Soulaymane Kachani (USA), Soundar Kumara (USA), Lenny Koh (UK), Phil Laplante (USA), Eng Wah Lee (Singapore), Peggy Lee (USA), Ming Lei (China), Robert Gay Kheng Leng (Singapore), Frank Lewis (USA), Qing Li (China), Xiang Li (Singapore), Da-Yin Liao (Taiwan), Charlies Lin (Taiwan), Sifeng Liu (China), Andy Lyons (UK), Ming Luo (Singapore), Sha Ma (Singapore), Yongsheng Ma (Singapore), Patrick McDonnell (USA), Mary Meixell (USA), Henry X. G. Ming (Singapore), Pitu Mirchandani (USA), Tracy Mullen (USA), Colin Neill (USA), Eric Ngai (HongKong), Namkyu Park (USA), Gan Oon Peen (Singapore), Der-Baau Perng (Taiwan), Michael Piovoso (USA), Chiung Moon (Korea), Ruijin Qi (USA), Robin Qiu (USA), Luis Rabelo (USA), David Russell (USA), Raghu Sangwan (USA), Young-Jun Son (USA), Steve Taylor (USA), Gina Tang (USA), Jeffrey Tew (USA), Chunhua Tian (China), Amy Trappey (Taiwan), Fei-Yue Wang (USA), Jie Wu (China), Hsien-Jung Wu (Taiwan), Robert Wu (Australia), Wen-Yen Wu (Taiwan), Richard Wysk (USA), Qi Xu (China), Ali Yalcin (USA), Ming Yu (Australia), Xue Ming Yuan (Singapore), Dongyan Yang (China), Zhonghua Yang (Singapore), Prasad Yarlagadda (Australia), Dave Yen (USA), Min-Jung Yoo (Switzerland), Ming Yu (China), Daniel Zeng (USA), Han Zhang (USA), Jingbing Zhang (Singapore), Yi Zhang (China), Wenjie Zhang (China), Xiaobo Zhao (China), Li Zheng (China)

# 2005 IEEE International Conference on Service Operations and Logistics, and Informatics

## Special Topics

RFID-based Middleware System for Automatic Identification <i>By Sewon Oh, Joosang Park, and Yongjoon Lee</i> .....	1
Emerging RFID Applications for Healthcare <i>By In K. Mun, Ph.D., Allen B. Kantrowitz, MD, Daniel W. Engels, Ph.D</i> .....	7
Design of RFID Enabled Aircraft Maintenance Systems <i>By Yoon S. Chang, Hun S. Lee, Jae J. Lee, Sung B. Yoon and Sung M. Cho</i> .....	13
The Application of RFID in Shipping Container Management <i>By Chen-Huei Yeh, Shih-Liang Chao, David Chang</i> .....	18
Developing Pallet Management System in the Postal Logistics based on RFID <i>By Jong Un Won, Yonghoon Choi, Haewon Lee and Jong Heung Park</i> .....	22
Total Operation Visibility for Manufacturing <i>By Tsong-Jye Ng, Jing-Bing Zhang, and Oon-Peen Gan</i> .....	27
The GPS Data Collection and Transmission Strategy For Floating Vehicle Technology <i>By Jianping Wu and Jingxin Dong</i> .....	33
Traffic Speed Estimation Using Cell Phones as Probes <i>By Zhijun Qiu, Peng Cheng, Dexi An and Bin Ran</i> .....	36
Intelligent Transportation System Based on the Next Generation Broadband Wireless Communication <i>By Fuqiang Liu, Fengzhong Li</i> .....	41
A Particle Filter Based Model for Traffic State Estimation Using Simple Wireless Network Data <i>By Peng Cheng, Zhijun Qiu, Weiyi Qiu and Bin Ran</i> .....	46
A Mobile Navigation Service Platform Based on Traffic Information Grid <i>By Yu FANG, Qihai HE, ChangJun JIANG</i> .....	51

## Service Design, Operations, and Management

Business Process Analysis Based on Customer Requirement <i>By Xin-yu Sun, Chi-to NG, Zhi-yong XU, Sin-yan Sun</i> .....	56
The Market Orientation Index: Measuring Business Performance <i>By Satyendra Singh</i> .....	61
Identification of Business Failure with Rough Sets in China Stock Market <i>By Min Zhou, Li-yan Han</i> .....	64
Optimizing Cycle Service Level of Supply Chain Based on Different Undertaker of Disposing Cost <i>By Xiu-Sen Li , Shao-Rong Sun</i> .....	70
An Optimal Uniformed Retailers' Ordering Policy in the EOQ Model with Trade Credit Financing and Cycle Time <i>By Shin'ichi Yoshikawa, Makoto Nakai, Masatoshi Tanaka</i> .....	76
Service Capability Based Outsourcing for Asset-light Logistics Service Providers <i>By Bao-feng Wu, Zhong-ying Liu</i> .....	82
Analysis on game model of gas taxis' behavior <i>By Jingchun Sun, Linna Hou, Zhiping Yuan</i> .....	88
The scale of gas vehicles based on cost-benefit analysis <i>By Linna Hou, Zhiping Yuan</i> .....	91

Study on Pure Strategies Solution of Grey Matrix Game Based on Interval Grey Number Not To Be Determined Directly By <i>Zhigeng Fang, Sifeng Liu, Mingli Hu, Yong Hu</i> .....	96
Sensor-based Network Services in Support of Precision Agriculture By <i>Edward P. Raskay Jr., Robin Qiu</i> .....	102
Make Service Management More Efficient: Restructure the Supply-Chain of the Service-Oriented Enterprises Based on SOA By <i>Zhijie Feng, Zhenyu Liu</i> .....	108
The Development of Cooperation After-service Integration Platform in Construction Machinery Industries By <i>Jie Chen, Qinghua Kong, and Junshan Xu</i> .....	113
Management Strategy for Chain Retailing in China By <i>Weihua Gan, Chunjian Yin</i> .....	118
System Dynamics Simulation Based Analysis of Effect of Some External Conditions on Development of Natural Gas Vehicles By <i>Xuesong Guo , Zhiping Yuan , Jingchun Sun</i> .....	124
The research on privatebrand strategy ofthe chain enterprises By <i>Yiming Shao, Min Qian, Hong Cai</i> .....	129
Inventory Policies in a One-warehouse Multi-retailer Distribution System By <i>Minmin Qiu, Xiaobo Zhao</i> .....	133
The Study of Green Service Design Based on Conflict Resolving Theories of TRIZ By <i>Fuying Zhang, Yanshen Xu</i> .....	138
Study on Workflow Modeling of Product Cooperative Development By <i>Han Zhao , Zengqiang Jiang, Mingzhou Liu, Jia Guo, Zhengqiong Liu</i> .....	143
The Logistics Management of Apparel Virtual Enterprises in China By <i>Yonggui Liu, Jingfang Fang, Aihua Wu</i> .....	148
A FORECASTING APPROACH BASED ON SUPPORT VECTOR MACHINES TO SOLID WASTE QUANTITY OF HIGHWAY CONSTRUCTIONS By <i>Ya-jing Tian, Yi-hong Ru, Kai-Zheng, Yu-Zhu</i> .....	154
Supply Chain Flexibility Responding to the Uncertainty of Customers' Demands By <i>Bing Wu, Zhongying Liu</i> .....	158
Analysis and application of service management in interior decoration industry By <i>Libin Deng , Zhenyu Liu</i> .....	163
Model and Its Algorithm of Distribution of Fresh Food Based on Time-based Competition By <i>Ruipeng Song, Ruizhu Han, Lindu Zhao</i> .....	169
A method for improving the management consulting project performance using key success factors By <i>Ching-Torng Lin</i> .....	175
Intelligent Demand Planning for Managing the Reverse Logistics Process By <i>Tammy S.L. Lo, Lee H. S. Luong, and Romeo M. Marian</i> .....	181
Framework for Integrated Manufacturing and Product Service System (IMPSS) By <i>Hui Mien Lee, Wen Feng Lu, and Robert Kheng Leng Gay</i> .....	186
A Research of Scientific & Technological Innovation Service System for Science and Technology Centered Cities By <i>Yan-ling Xiao, Xiang-yi Lin and Wen-bo Hu</i> .....	192
HLA-Based Simulation Modeling Approach for Multimodal Transportation System of Ports By <i>Chun Jin, Xuejie Wang, and Zijian Guo</i> .....	197
Emergency Logistics System and Its Emergency Response Mechanism By <i>Xuping Wang, Kejun Fu, Xiangpei Hu</i> .....	203
Services Management in the Apparel Supply Chain By <i>Atanu Ghosh, Karuna Jain and Sridhar Sundaram</i> .....	207

Supply and Demand Analysis of Beijing 2008 Olympic Logistics <i>By Qingqing Xu, Lixin Miao</i>	213
An efficient Lagrangian heuristic for a facility location problem with stochastic demands and lead-times <i>By Guy A. Tanonkou, Lyès Benyoucef and Xiaolan Xie</i>	219
Predication of the Amount and Composition of Municipal Solid Waste in Beijing During the 2008 Olympic Games <i>By Kai Zheng, Yi-hong Ru, Ya-can Wang, Zhi-hui Luan, Yong-jie Yang</i>	225
A robust DBR management system <i>By H. H. Wu, C. J. Lee and C. J. Yang</i>	230
Comparative Evaluation between Multi-objectives and Single-objective Hybrid Metaheuristic for Zone Definition Procedure <i>By C. W. Bong and Y. C. Wang</i>	236
Authentication on RFID passive tags for Counterfeiting Problem on Apparel Products <i>By Kirk H. M. Wong, Allan C. K. Chan, and Patrick C. L. Hui</i>	242
Research on Basic Element for Medical Equipment Maintenance Satisfaction under Requirement Theory <i>By Yi Ge, Xing-San Qian, Hou-Bin Deng, Wei Ding</i>	248
A new approach to storage class formation for warehouse planning <i>By Gajendra K. Adil, Susovan Nanda, Vipul Kumar and Vaibhav Verma</i>	253
Services Quality in Logistic Distribution: A Case Study on Taiwan's High Technology Industry <i>By Yung-Hsiang Cheng, Shao-Yi Sun</i>	259
Study on the Quantitative Evaluation Method for the Supplier in Supply Chain <i>By Jianhua Jiang and Dacheng Liu</i>	264
A Recommended Communicable Disease Surveillance and Control Network to Secure a Healthy and Happy Olympic Game <i>By Ping Yu, Hui Yu</i>	268

## Logistics & Supply Chain Management

The Improvement of PSO and Its Application in Vehicle Routing Problems in Logistics Distribution <i>By Senfa Chen, Xia Qi, and Ying Han</i>	273
Operation, Market-Driven Values and External Integration: Their Impact on Performance of Logistics <i>By Guojun Ji</i>	278
Industry-Academia Collaboration in Logistics <i>By Yen-Chun Jim Wu, and Ya-Wen Chang</i>	285
Wholesale Price and Evolutionarily Stable Strategy of Retailers in a Supply Chain with One Manufacturer and Multiple Retailers <i>By Tiaojun Xiao, Kuiran Shi, and Guohua Chen</i>	291
ie-SCM: intelligent electronic supply chain management <i>By M. J. Tarokh, Javad Soroor</i>	296
Mobile agent based Intelligent Supply Chain Management <i>By M.J. Tarokh, Alireza Tayebi</i>	302
Development of Robustness Measures of Supply Chain Networks <i>By Ming Dong and Yan Kuang</i>	311
APS and Application in Virtual Distribution Center <i>By Yongtai Luo, Wenxiang Zhen, and Chongyou Zhong</i>	317
CAD-Based Body Bone Modeling For Implant Design And Manufacturing <i>By Majid Tolouei-Rad</i>	323
Study on Chain Model of Evolutionary Game of Industrial Agglomeration Based on Symmetry Case <i>By Aiqing Ruan, Sifeng Liu, Zhigeng Fang, and Mingli Hu</i>	329
Technical Study on Selection and Comprehensive Evaluation of Purchase Suppliers under Supply Chain Environment <i>By Li Ye, Yanfeng Fang, Jiming Guo</i>	334
RFID-Enabled Retail Supply Chain <i>By Hong Zheng, Zhenyu Liu</i>	340
Research on Economics of A Supply Chain System Based on Vendor Managed Inventory <i>By Meiping</i>	

<i>Xie, Lanjuan Liu</i> .....	346
Research on Reducing Bullwhip Effect in Supply Chain By <i>Ye Li, Yan Chen</i> .....	351
A Hub-based Supplier Alliance of Small Manufacturing Enterprises in Collaborative Manufacturing By <i>Amy Z. Zeng, Kevin Rong, and Samuel H. Huang</i> .....	356
Effect of Lead Time Reduction on Expected Profits in Two-Echelon Supply Chain By <i>Huaming Song, Shihua Ma</i> .....	361
The Agile Logistics Mode based on Material and Information Decoupling Point Positions By <i>Fengna Dong, Shihua Ma</i> .....	365
Strategy of Supply Chain under The Different Life Cycle Phases of Enterprises By <i>Juan Chen, Meihua Zhou</i> .....	370
The Neural Network Implementation in Manufacturing Optimization of Semiconductor Oxidation Process By <i>Wenchin Chen, Amy H. I. Lee, He-Yau Kang, Chentai Chen, Kanyuang Liu</i> .....	374
The Simulation Algorithm Research of Stacker Crane Utilization Ratio for Automation Tiered Warehouse Facility By <i>Yingwei Yan, Xiaoqiang Tang, Chunshen Lin, Hong Cai</i> .....	379
An Income Incentive Model for the Two Parties in Construction Supply Chain under Asymmetric Information By <i>Jianhua Chen, Shihua Ma</i> .....	383
The Jointed Decision Model on Ordering and Pricing for a Short-Life-Cycle Product By <i>Bin Liu, Jian Chen, Sifeng Liu, Ye Li</i> .....	389
Modeling for Warehousing Simulation Interacting with WMS By <i>Y.K. Liu, X.P. Zhang, and L.X. Miao</i> .....	395
An improved Simulated Annealing algorithm and its application for solving Multi Container Packing Problem By <i>Kewei Zheng, Xiaoming Sun</i> .....	400
A Look Incoming Look Succeeding Strategy for Supply Chain Collaboration By <i>Shinming Guo</i> .....	406
Multiagent Reinforcement Learning for Supply Chain Management By <i>Ruoying Sun and Gang Zhao</i> .....	411
Use Simulation Model to Analyze Supply Chain Performance with Demand Uncertainty By <i>Qian Chen, Kewei Zheng, Lifeng Xi, and Yanfeng Wang</i> .....	416
Cost Analysis Between the Enterprise And the Supplier Based on Game Theory In Flexible Supply Chain By <i>Feng Men, Zi-xian Liu, Chang-gui Li</i> .....	421
Value Adding To Food Supply Chains By Dynamic Product Tracing By <i>Dong Li, Xiaojun Wang, Ou Tang, Christopher O'Brien</i> .....	425
Large scale inventory routing problem with split delivery: a new model and Lagrangian relaxation approach By <i>Yugang Yu, Haoxun Chen, Feng Chu, and Chengbin Chu</i> .....	431
Distributed Simulations for Logistics By <i>Sreeram Ramakrishnan and Richard A. Wysk</i> .....	437
Transformation from Supply Chain to Demand Chain Based on E-business Value-creation: A process perspective By <i>Zhen Zhu, Jing Zhao, Li Peng</i> .....	443
Supply chain plant location problem with the product structure tree under the time window By <i>Xiaoqun Liu, Shihua Ma</i> .....	449
Quantitative Analysis of Enterprise's Logistics Capability Based on the Supply Chain Performance By <i>Xiaoqun Liu, Shihua Ma</i> .....	455
Concurrent Auctions Based on Multiagent Across The Supply Chain By <i>Jianjun Zhang, Liwen Chen, Kai Kang</i> .....	461

A Research of wheat logistics in China By <i>Hongjie Lan , Yihong Ru , Yu Zhu</i> .....	466
Sweep based Ant Colony Algorithm for Capacitated Vehicle Routing Problem By <i>Zhi-shuo Liu, Yue-ting Cai</i> .....	470
Competition Evaluate-model of City-region Logistics Based on Local Transportation System Optimal Planning and Reasonable Utilization By <i>Ying Qiu, Ruimin Li, and Huapu Lu</i> .....	476
A System Dynamics Study of Traffic Congestion in Shanghai By <i>Ying Qian, Jing Yuan, and Yongguang Zhong</i> .....	482
Agent-based Supplier Selection cost Research in Global Manufacturing Environment By <i>Zhiying Zhang, Kai Kang , and Jie Zhang</i> .....	488
A two-phase hybrid heuristic search approach to the location-routing problem By <i>Xuefeng Wang, Xiaoming Sun</i> .....	492
Inventory Decision Model for a Multi-Product, Multi-Echelon Distribution System By <i>Jun-jun Gao, Ying-jun Wang</i> .....	498
Performance Assessment of U.S. 3rd logistics Providers in M&A: Synergies Theory By <i>Yen-Chun Jim Wu, Ming-Jen Cheng</i> .....	504
A Framework based on Petri Nets for Supporting Stepwise Modeling of Production Systems By <i>Wellington J. Silva, Paulo R. M. Maciel and Mauro J. C. Silva</i> .....	510
An Approach to Supplier Selection Based on Outranking Method By <i>Jianjun Wang, and Deli Yang</i> .....	516
STUDY ON DISTRIBUTION PARK DEVELOPMENT PLANNING By <i>Qiang Liu, Huapu Lu, Jing Yang, Hongliang Zhang</i> .....	521
A Framework for Modeling Organic Waste Stream Reprocessing By <i>Ying Tang, Kurt A. Rosentrater</i> .....	527
Game Analysis on Symbiosis between SDN Members By <i>Jing He, Chuanhong Zong, Fuyuan Xu, Haiyang Zhu</i> .....	533
The Analysis On Optimal Storage Models With Multi-suppliers By <i>Tao Zhou, Xin-qing Xu, Jun-mo Cheng</i> .....	538
An Agent-based Approach to Designing an Integrated Logistics Management System By <i>Qi Xu, Robin Qiu</i> .....	543
E-business Enabled Customised Logistics Sustainability By <i>Yingli Wang, Chandra Lalwani, Gilbert Aryee</i> .....	549
Application of Ant Algorithm in the Dynamic Vehicle Routing Optimization with Real-time and Historical Traffic Information By <i>Chong Liu, Huapu Lu</i> .....	555
Material Procurement Decision Making for Fabric Industry By <i>Hong Yan, Shao-long Tang, Gordon Yen</i> .....	559
Supplier Selection by a Group of Decision Makers Using Analytical Hierarchy Process By <i>Chon-Huat Goh</i> .....	565
Profit and Cost Distribution Analysis Across the Supply Chain Using the NEXUS Model By <i>Robert Nearier, Atipol Kanchanapiboon, and Sanchoy Das</i> .....	572
Appraisalment and Selection of 3PL suppliers for 2008 Olympics By <i>Yanling Zhang, Wenying Ding</i> .....	578
A Petri Net-based Modeling Approach to Risk Analysis in Supply Chains By <i>Azzam ul Asar, MengChu Zhou, Reggie.J. Caudill and V. R. Kallepalli</i> .....	583
Research on the Sustainable Development Oriented Regional Logistics Planning Based on the	

Environment Capacity Evaluation By <i>X.C Tan, DC Liu, Li Zheng, JX Zhou, YH Zhang</i> .....	589
Simulation of a Port Logistics Center Based on Flexsim Software By <i>Jianfeng Bai, Ming Yu, Xiang Kong</i> .....	595
Location Analysis of Reverse Logistics Operations for IBM in Asia Pacific Region Using the Analytic Hierarchy Process By <i>Wen Bian, Ming Yu</i> .....	598

## Service Marketing

Studies on Complex Synchronization Events Based on Hybrid Timed Event Graphs By <i>Huaping Dai and Kai Li</i> .....	605
The Effects of Service Quality in an Integrated Model of Behavioral Intentions By <i>Hao-erl Yang and Kun-huang Yeh</i> .....	611
Service Matchmaking Model based on OWL-S Ontology By <i>Jiangnan Qiu, Yan Cui</i> .....	617
An Integrated Framework for Selection of Logistics Service By <i>Lie-Chien Lin, Ming-Chuan Wu</i> .....	622
How the Service Provider's Effort and Abilities Affect Customer Satisfaction within the Service Encounter By <i>Nina Specht, Sina Fichtel, Anton Meyer</i> .....	630
Cooperative Advertising in Supply Chain By <i>Zhiming Xie, Jinxian Chen, Xin Chai</i> .....	636
Research on Customer Ontology for Modeling Enterprise Customer Relationship Management By <i>Chang-rui Yu, Jiang Fu</i> .....	641
Decision-making for Selecting Applicants by TOPSIS By <i>Tienchin Wang, Meichu Liou, Hsiuhuang Hung</i> .....	646
An Empirical Study of B2C Service Quality affecting Website Continuance By <i>Lei Dai, Yuandong Yi, Lihua Huang</i> .....	653
RT-CRM: Real-Time Channel-based Operation By <i>Tian Lan, Runtong Zhang, Hong Dai</i> .....	659
A Game Model of Optimal Markdown Timing for Perishable Products By <i>Hui Yang, Jing Zhou, and Hongyu Yue</i> .....	663
Extreme Value Analysis of Exchange Rates By <i>Rahul Gupta and Usha A. Kumar</i> .....	668
Public Relations of Chinese Manufacturing under Olympic Economy By <i>Jing Tao</i> .....	674
How to Measure E-commerce Success Well in Service SMEs in Australia: Business Satisfaction or Customer Satisfaction? By <i>Ergun Gide and Mingxuan Wu</i> .....	678
RFID Technology Innovations: Use of Patent Data By <i>Yen-Chun Jim Wu, Tzu-Chin Yen</i> .....	684
THE ADAPTIVE GENETIC ALGORITHMS FOR THE RELIABLE DECISION OF PORTFOLIO MANAGEMENT By <i>Wei Chen, Runtong Zhang, Weiguo Zhang</i> .....	690
Customer Contact Center Management for the 2008 Olympics and Beyond By <i>David W. Marlow</i> .....	694
An Ordering-inventory System and Its Stability By <i>J. Huang, G. H. Chen, T. J. Xiao, Z. H. Sheng</i> .....	700
Psychological Empowerment and Service Employees' Effort and Job Satisfaction By <i>Guangping Wang, Peggy D. Lee</i> .....	705
Analysis of the Influence of Foreign Banks to China's Financial Safety and Countermeasure Suggestions By <i>Xiu-qin Wu</i> .....	709
Integrated vendor-buyers system with quantity- discount and identical replenishment cycle time policy By <i>P. C. Yang and H. M. Wee</i> .....	714
Research on self-organization of marketing channel sustainable development By <i>Jinfu Wang, Daohong</i>	

<i>Zhang, Ximin Liu</i> .....	720
Study on Market Segment Principle and Application of Online Services Market By <i>Xiaoguang Wang, Zhaojun Kong, Xuejun Peng</i> .....	725
An Intelligent Multi-Agent Scheme for The Solution to Short Term Load Forecasting Problem By <i>Azzam ul Asar, Syed Riaz ul Hassnain, Amjad Ullah Khattack</i> .....	730
INNOVATING CAPACITIES OF SERVICE FIRMS. ABSORPTION CAPACITY AS A KEY FACTOR By <i>M' Carmen Haro Domínguez, Antonia Ruíz Moreno, Daniel Arias Aranda, F. Javier Llorens Montes</i> .....	736
Customer Waiting Time Based Approach to Identify the Push-Pull Boundary By <i>Zhenghua Hu</i> ....	742

## Events Management & Manufacturing

Digital Olympics without Web Accessibility?! An Investigation of Official Website of Beijing Organizing Committee for the Games of the XXIX Olympiad By <i>Yuquan Shi</i> .....	745
Web Service-based Research on BPM Integrated Application for Aero-Manufacturing Enterprise By <i>Zhiqiang Jiang, and Xilan Feng</i> .....	751
An Optimal production policy with shelf life By <i>Masatoshi Tanaka, Shin'ichi Yoshikawa, Yoshio Tabata</i> .....	755
Submissions Research on Rebuilding the Data Information Environment for Aero-ME By <i>Xi-lan Feng, Zhi-qiang Jiang</i> .....	761
The Influence of Time-based Manufacturing and Mass Customization Practices on Value to the Customer By <i>Kun-huang Yeh, Shih-hong Lin, and Hao-erl Yang</i> .....	765
The Dynamic Pricing Policy in a Collection System for Remanufacturing By <i>Xiaochen Sun, Fengsheng Tu, Tsiushuang Chen, and Xiang Li</i> .....	771
Application and Implementation of Advanced Manufacturing Technologies in China By <i>Zhe Liu, Lin-Yan Sun, Richard Mweenev</i> .....	777
An Integrated Information Management System based on Condition Monitoring and Maintenance By <i>Zhijing Zhang, Juan Zhou, Xin Jin, Xin Ye</i> .....	782
Leverage Strategy of Sponsorship: A Reflection of Athens Olympic Sponsors By <i>Jennifer Darmanin and Hairong Li</i> .....	787
IVAPP: A PDM-Based Integrated Virtual Assembly Process Planning System By <i>Jianhua Liu, Ruxin Ning, Zheng Yi, Bile Wan</i> .....	793
A Case for a contextualisation outsourcing framework including customer service By <i>P. Jain, C S Lalwani, K S Pawar, J. Shah, K-D Thoben, and J. Eschenbacher</i> .....	800
Integrating competitive and uncompetitive facilities location decisions in a strategic multi-echelon distribution network design mode By <i>Yang Fang, Zhenqiang Bao, Xuefeng Wang</i> .....	806
Resource Forecasting in Semiconductor Manufacturing using Simulation By <i>Jie Fu, Mike Zhang Tao</i> .....	812
Production planning generation in an assembly system with consideration of social and industrial constraints By <i>Lyès Benyoucef, Nidhal Rezg, Xiaolan Xie and Hongwei Ding</i> .....	817
A Logistics Decision Support System Based on Web-OLAM By <i>Hongqiang Li, Huapu Lu, Lei Shang</i> .....	824
The Trend to Composition of Electronic Services in MPEG-21 By <i>Qiang Chen, Hexin Chen, Lifeng Qi and Jingsheng Zhou</i> .....	829
Two-hierarchy Scheduling Strategy for Digitalization-Production Shop By <i>Gong Lin, Houfang Sun,</i>	

<i>Hamidullah Niazi, and Zhenqing Gao</i> .....	833
Research about Integration Based on Web Service Through An E-learning System By <i>Feng He, Jiajin Le, BeiBei Li</i> .....	839
A bidding decision model of IT project based on fuzzy set and rough set By <i>Jin-long Zhang, Xin-feng Huang</i> .....	845
Increasing Service Availability using Front-end Intelligence in Manufacturing Systems By <i>David W. Russell</i> .....	851
Research and Development on a Manufacture Execution System based on Workflow By <i>Xiaolei Li, Ming Yu, Zhiyong Du, Jie Zheng, Hui Wang, Luyang Zhang, Dapeng Sun</i> .....	857

## Communications & Information Systems

Improvement of Dedicated Server Group Orphan Detection Method By <i>M. Jahanshahi , M. Kordafshari , M. Gholipour , M. Dehghan</i> .....	862
eGovernment interoperability on a semantically driven world By <i>María Pérez Ortega, Xavier García Cabellos, Santos Vicente Bermejo</i> .....	866
Optimization Models for Long Tailed Traffic with Non-Preemptive and Preemptive Priorities By <i>Xian Liu</i> .....	872
AN APPLICATION OF MACHINE LEARNING CLASSIFICATION TO THE MONEY MANAGER SELECTION PROBLEM By <i>Robert S. Ludwig, Michael J. Piovoso</i> .....	878
Optimization of the Stock Market Input Time-Window Using Bayesian Neural Networks By <i>Brain Leke Betechuoh, and Tshilidzi Marwala</i> .....	883
Radio Frequency Identification Middleware with Fault Detection By <i>O. P. Gan and T. J. Ng</i> .....	889
From static stock management towards multiagent-enabled dynamic logistics By <i>Min-Jung Yoo</i> ....	895
Bi-Projection: An Efficient Algorithm for Detecting Frequent Closed Itemsets in Depth-first Manner By <i>Bingzheng Wang, Hengjing Dong, and Yalou Huang</i> .....	901
On Application of RFID for Railway Express Package Delivery By <i>Chang X. Ji, Rui Shen, and Xue Q. Chen</i> .....	907
An Approach of Build and Maintain The Concept Hierarchies of Ontology By <i>Shengqi Li, Fuyuan Xu</i> .....	913
Analysis and verification of Fairness in E-Commerce By <i>Jinghua Wen, Mei Zhang, and Xiang Li</i> .....	919
Evaluating items for B2C e-Commerce trust By <i>Jianhong Yu, and Yaobin Lu</i> .....	924
The Research and Application of E-government Affairs System Based on MVC Pattern By <i>Yongtao Xu, yanzhang Wang, Xuelong Chen</i> .....	930
The Application of Data Warehouse in Data Consolidation of Study-abroad Management Information System By <i>Ping Tang, Yumei Lu, Min Chen, Fang Zhou</i> .....	935
CIMSMiner: A Data Mining Platform Oriented CIM System By <i>Dechang Pi, Fenglin Zhang, and Ningsheng Wang</i> .....	940
Research & Development of RFID System for Supply Chain By <i>Junyu Wang, Hao Min</i> .....	945
A study on tender evaluation of engineering project based on Fuzzy-AHP By <i>Yanxia Lu</i> .....	952
From OOP to SOP: What Improved? By <i>Haibin Zhu</i> .....	956
The Research on Directory Service System for Information Resource By <i>Tao Wang, Yan-zhang Wang, Yan-xia Lu</i> .....	962
Class Incremental Induction of Decision Tree By <i>Maoqiang Xie, Yalou Huang, Airu Yin</i> .....	966

Clustering Gene Expression Data Based on PCA and Gaussian Mixture Model By <i>Airu Yin, Yalou Huang, Dong Li, Maoqiang Xie</i> .....	970
kNN based approach to cost model updating By <i>Zhining Liao, Hui Wang, David Glass</i> .....	974
Selecting IS Personnel Use GDSS Based on Fuzzy VIKOR Method By <i>Tien-Chin Wang, Ying-Ling Lin, Tsung-Han Chang</i> .....	980
Measuring “IT Success” at the 2008 Digital Olympic Games By <i>Steven A. Taylor and John H. Bantham</i> .....	986
Applying TOPSIS in the Improvement of ISP Service Quality---an Example of ADSL By <i>Tien-Chin Wang, Tsung-Han Chang, Ying-Ling Lin</i> .....	992
Information Technology Bring Competitive Advantage in Logistics By <i>Tian Lan, Runtong Zhang, Hong Dai</i> .....	997
IP Knowledge Document Summarization By <i>Amy J.C. Trappey and Burgess H. S. Kao</i> .....	1002
Setting up an Information Sharing Environment for Learning a Supply Chain By <i>Min Xie, Jingxian Chen, Mingyou Ying, Zehui Chen and Hua He</i> .....	1008
On the Use of M2M Wireless Communication Conception in Family Entertainment Network By <i>Hongjin Wang, Gang Wang</i> .....	1014
MISCE: A Semi-Automatic Development Environment for Logistic Information Systems By <i>Yujun Zheng and Jinyun Xue</i> .....	1020
Research on Knowledge Refining Mechanism of Evaluation Criteria System based on Structural Similarity By <i>Jingliang Zhao, Qing Li, Qing Wang, Xin Liu, Yuliu Chen</i> .....	1026
A New Heuristic for Multiobjective Scheduling with Sequence Dependent Setup Times By <i>Dipak Laha, Ardhendu Bhattacharyya, and Urmibrata Bondyopadhyay</i> .....	1031
An Efficient Scheme for Assessing and Selecting Web Services By <i>Kun Qian, Zongwei Luo, and Dongjun Cai</i> .....	1036
Research on the Impact of Information Sharing on Information Distortion in Supply Chains By <i>Jing Wang, Haiyan Sun, Danyu Xiong, Yilan Li</i> .....	1042
RFID, Inventory Costs, and Velocity Management By <i>Uttarayan Bagchi, Jack C. Hayya</i> .....	1048
Digital Olympics Communications Indicators Systems (DOCIS): A Quantitative Metric for Evaluating Success By <i>Bin Zhang, Richard D. Taylor, Quan Liang</i> .....	1054
An Application of KERNELICA Algorithms to Remote Sensing Imagery Classification By <i>Hui He, Wanglu Peng, Xianchuan Yu</i> .....	1060
An Empirical Investigation of Web Site Navigation Structure, Task Complexity, and User Domain Knowledge Level on Web Site Usability By <i>Xiang Fang, Clyde Holsapple</i> .....	1065
The Optimum Period Interleavers Based on Finite Fields By <i>Ying Wang, Hui Li, and Yumin Wang</i> .....	1067
Urban ITS Public Information Infrastructure and its Communicating Network and Data Acquisition Design By <i>Z. Y. Wang</i> .....	1071
A Survey Framework Based on Neuman’s Research Method in E-commerce Study By <i>Ergun Gide and Mingxuan Wu</i> .....	1077
Comparative Research on Methodologies for Domain Ontology Development By <i>Chang-rui Yu, Jiang Fu</i> .....	1083
GPS based “Virtual Tag” Technology Used in Railway By <i>Jian Wang, Baigen Cai, and Jianping Wu</i> .....	1088

Towards Self-Optimization in Utility Computing using Fuzzy Logic Controller <i>By Zhixiong Chen, Yi-Hua Zhu, and Michael Y. Yuan</i> .....	1092
Enterprise simulation using system dynamics and discrete-event simulation models <i>By Luis Rabelo, Hamid Eskandari, Tarek Shaalam, and Magdy Helal</i> .....	1096
Monitoring Supply Chain Behavior Using Neural Nets <i>By Luis Rabelo and Albert Jones</i> .....	1102
A Research on Beijing 2008 Olympics Logistics Information Platform <i>By Xianliang Shi, Wenjie Zhang, and Dong Li</i> .....	1108
The application of Network planning in project resource leveling <i>By Yao Kang, Wenying Ding</i> .....	1114
A Heuristic Approach for Flowshops to Minimize Total Flow Time <i>By Dipak Laha, Simul Banerjee, Amal K Ray</i> .....	1119
The Study of Analysis and Evaluation on Enterprise Informatization Foundation <i>By Lihua Xiong, Yunfeng Wang, Haiyan Sun</i> .....	1124

## Special Topics

Applying Stochastic Programming to the U.S. Defined-Benefit Pension System <i>By John M. Mulvey and Zhuojuan Zhang</i> .....	1131
--	------

## Others

Study on Reverse Logistics System Using Mobile Agent <i>By Qiang Xie, Jie Wu</i> .....	1137
New IT Architecture: Implications and Market Structure <i>By Pei-yu Chen, Shin-yi Wu</i> .....	1143
Measuring Logistics Flexibility: A Confirmatory LISREL Analysis <i>By Qingyu Zhang and Mei Cao</i> .....	1146
A KNOWLEDGE BASED CONTROL LAYERING FOR A SUCCESSFUL ERP IMPLEMENTATION <i>By Mehrdad Kazerooni, Afshin Kazerooni</i> .....	1152
A Simulation Game Research on An Integrated Solution of SCM and MES <i>By Luyang Zhang, Ming Yu</i> .....	1158