Ershi Qi · Jiang Shen · Runliang Dou Editors

The 19th International Conference on Industrial Engineering and Engineering Management

Engineering Economics Management



1	A Study of Research and Application of Credit Scoring Model Based on Probit Model	1
2	A Study on the Impact of Cash Dividend Distribution on Earnings Persistence of Listed Company Zhi-jian Zeng, Wei-yi Yang and Chang-qing Luo	15
3	A Study on the Stock Price Effect of Convertible Bonds Redemption Chi Xie, Liang-jing Guo and Chang-qing Luo	25
4	Auditor Industry Specialization, Analysts Followingand Financing ConstrainsHeng-gao Tang and Tao-ying Peng	35
5	Bank Debt, Growth Opportunities and Corporate Investment Behavior Gong-rong Chen, Cong-min Ding and Cheng-yin Zheng	45
6	Comparative Study of Our Commercial Banks' Efficiency Hai-qing Yu	55
7	Comparative Study of the Executive Compensation Validity Between the Entity Economy and Virtual Economy Listed Company Kun Zhang and Ming-yue Cui	65
8	Corporate Finances and Investor Relations Management: Empirical Evidence from the Chinese Listed Companies Zhong-xin Wu and Yi-zhou Liu	75

Contents

9	Empirical Analysis on the Impact of Informed Trading on Chinese Open Fund Performance Lei Xia, Cui-cui Liu and Li-li Qing	87
10	Empirical Research of the Relevance among Analysts Coverage, Institutional Environment and Earnings Management Bo Xu, Kai Li and Wei Zhang	95
11	Fair Value Accounting Estimate: Theoretical Analysis Yun Yu	103
12	Macroeconomic Condition, Firm's Financial Characteristics and Capital Structure Dynamic Adjustment Zhi-xiong Ling and Ya-wei Lin	113
13	Private Placement Discount of Chinese Listed Companies Based on the Perspective of the Investors' Sentiment Jun Yu, Zhu-bao Wei, Shu-zhen Wang and Jing Tang	121
14	Private Placement Under the Control of Large Shareholders and Long-Run Stock-Price Performance	131
15	Research on Pricing Mechanism of Mergers and Acquisitions of China's Listed Companies	143
16	Research on the Influence of FDI on Improving Technological Progress of China's Western Region	153
17	Research on the Listed Pharmaceutical Manufacturing Companies Performance Evaluation System Zhi-yi Long and Jing-meng Mao	165
18	Research on the Principal-Agent and Game Theory of Logistics Finance Oriented to the Financial Institution Peng-fei Li, Li-jie Feng and Yao-hui Li	175
19	Studies of CSI-300 Index Futures Volatility on Garch Models and CARR Models Sulin Zhang	183

20	Study on Finance Contributions and Efficiencies Comparations and Market Position of Credit Guarantee Organizations Xue-zhou Wen and Jin-wen Zhang	191
21	Study on Financial Reporting Quality Which is Affected by Subordinate Modes of Internal Audit in IPO Companies Tao-ying Peng and Xin Liu	201
22	Study on the Traditional Pricing Model of Convertible Bonds You-zhi Zeng	213
23	The Analysis of China's Medium Commercial Bank Financing Activity Yong-gang Ye and Xi-yu Liu	221
24	The Balanced Scorecard Application in Performance Evaluation of H Equity Fund Company	229
25	The Determinants of Shareholder Value Efficiency in Chinese Commercial Banks Chun-hong Zhao and Yi-yong Xu	237
26	The Empirical Research of the Relationship on Underlying Stock Volatility Before and After Convertible Bonds Issue in China You-zhi Zeng	245
27	The Empirical Study on the Correlation between Equity Incentive and Enterprise Performance for Listed Companies Xiao-feng Hui and Shan-shan Zou	253
28	The Impact of Information Asymmetry on LiquidityBasing on the MEM ModelHua Guo and Yang Liu	263
29	The Implied Cost of Capital: Based on Chinese Listed Companies	271
30	The Influence of Corporate Governance and IndependentAudit on the Cost of Debt.Biao Yu, Tao-ying Peng and Xin Liu	279

31	The Engineering of Mechanism Between China's Economic Transformation and Capital Market Development Mao-wei Xu	289
32	The Reform of IPO Bookbuilding Mechanism and IPO Anomalies in China Stock Market: Evidence from the Bidding of Institutional Investors	301
33	The Relation Between Earnings Management and Internal Control Information Disclosure: Evidences from Listed Companies in China Jing-ri He and Jia Wang	311
34	The Requirements of Fair Value Measurement on MarketEnvironmentFang Liu	321
35	The Study on Non-linear Relationship Between Shareholding Ratio of the Largest Shareholder and Corporate Performance Ji-xiao Xu, Wen Gu and Bo Gu	331
36	Trading Volume Movement Versus Price Change: The Volume Shock Around Earning Announcement in Chinese Stock Market Hong-ru Wu	339
37	An Analysis of TNCs' Investment Motives and Their Impact on Host Countries' Industrial Security	347
38	A Multiperspective Analysis of Housing Consumption Selection Behavior Based on Cognitive Process Xiao-jun Wen, Bo Wang and Ai-bin Liu	355
39	An Analysis of the Dilemma in Offering Incentive to Mine Operators and Selection of the Ways to Its Solution	363
40	Cultural Incompatibility Influences Psychological Reactions in Cross-Border Mergers and Acquisitions: The Moderating Role of Multicultural Orientation Jing Shi and Hua-jian Cai	371

41	Examining Satisfaction Paradox of Industrial Behavior: Case of High-tech Firms Using Air Express	379
	Ming-Chih Tsai, Chih-Wen Yang and Che-Yu Cheng	
42	Human Resource Development of Chinese Rural Womenin E-businessPei Jiao	391
43	Human Resource Flexibility and Firm Performance in ChinaQing-hui Xue and Ling Xu	401
44	Research on Knowledge Worker Incentive Factors	409
45	Research on Mechanism of Capturing of Customers' Requirements in Process of Concept Design Hong-bo Shan, Hong-li Zhou, Bin Ge, Hai-yan Yu and Zhi-hong Sun	419
46	Research on the Incentive Mechanism of the State-Owned Coal Enterprise Managers Based on the Principal-Agent Theory Ai-yun Xing and Guo-hui Wang	427
47	Study on Human Resource Capacity of the New Generation of Peasant Workers: The Empirical Research of Central Six Provinces Based on SEM Xin-jie Li and Ze-hou Sun	435
48	The Challenges and the Countermeasures to Human Resource Management through Flattening Organizational Structure Xiao-ming Li and Jing-liang Chen	445
49	The Effects of International Intelligence Outflow on Human Capital Levels of Mother Countries Ping Li and Li-na Yang	457
50	The Knowledge Deficit Economic Analysis of the Women in Rural Areas Ju-ling Qiao, Li-juan Xin and Juan Wang	467

51	An Empirical Study on Relationship Between Diversification Strategy and Research and Development Investment Yu-feng Wang and Fan Yang	475
52	An Empirical Study on the Endogeneity of Corporate Governance Mechanisms and Firm Performance	485
53	Government Intervention, Ownership Structure and Diversification Zhi-xiong Ling and Zhu-yun Zheng	497
54	Leadership Skills Training Model of NGO Executive Leaders Based on the Lifecycle Theory	509
55	Linking Paternalistic Leadership and Organizational Creativity: A Multilevel Model Bozhang Ge	519
56	Organizational Innovation Climate and Performance: Based on the Intermediation of Innovative Behavior Hong Zhao	529
57	Organizational Learning, Ambidexterity, and Firm Performance Jun Zhou and Qiu-zhi Xue	537
58	Research on ERP Customer Capability Maturity Model Based on PEMM Zhen-zhen Liu and Hao-yu Wen	547
59	Research on Selection of Enterprise Management-Control Model Based on Mahalanobis Distance	555
60	The Evaluation of Employee on Enterprise Restructuring in China	565
61	The Research on the Relationship Between Servant Leadership and Knowledge Team Performance	577

62	Small and Medium-Sized Textile Enterprise EmployeeTurnover Motivation ResearchXiao-dong Li and Xi-yuan Li	587
63	Study on the Characteristics of Fund Managers and the Impacts on Fund Performance in China Tiao-yan Hui and Yun Chang	595
64	Study on Internship Employee Performance Evaluation Based on the Gray Correlation Analysis and Analytic Hierarchy Process Ze-hong Li and Meng-zhu Chen	605
65	Customer Engagement Behavior: A New Perspective in CRM Chun-yu Gao and Ming-liang Chen	617
66	Development and Revelation of Leadership Trait Theory Yu-fang Chao and Xue-fei Chang	625
67	Study on Theory Framework of Enterprise Strategic Motivation Tong-ai Du	633
68	The Research of the Knowledge Worker Incentive Strategy Based on Human Capital Characteristics	643
69	Study on CDIO Talents Training Mode of Industrial Engineering Xiu-ju Lan, Yan Zhan, Ying-de Li and Jian-sha Lu	651
70	Study on Limited Partnership Based on an Analysis of Incentive Mechanism Model of Venture Capitalist Tian-jia Wang and Ya-na Chen	659
71	Analysis of Losing Talents and Incentive Theory in Economics: Shenhuo Group in Henan as an Example Shuo Hao and Wei-min Cai	669
72	Enterprise Compensation Incentive Theory on Principle-Agent Relation Huo-bao Xie and Chun-yan Chen	677

73	Different Paths Different Effects: Testing the Relationship Between Team Task Conflict and Team Creativity Ming-jian Zhou and Hai-bo Pan	683
74	Organizational Routines and Organizational Performance Feedback Dong-hong Hu	691
75	Corporate Entrepreneurship: Constructs and Research Focuses Qi-lu Fang	699
76	Study on the Relationship Between the Executive Incentives and Business Performance in Listed Companies of Manufacturing Industry Xiao-xuan Kou, Ao-bo Dong and Lei Zhang	707
77	A Review of Institutional Theory and Entrepreneurship Hao-zhe Chen	719
78	Analysis of Industrial Engineering in South China University of Technology Jian-jun Yu, Wen-hui Zhou and Yu-ting Shu	729
79	New Media: A Rising Way for Public Involvement in China Based on Case Study Chun Li	739
80	Balanced Scorecard of Manufacturing EnterprisesBased on Flexible StrategyYing-ban He and Bo Wang	751
81	Enterprise Human Resource Matching Model Based on Job Analysis and Quality Assessment Shao-hui Yun	761
82	The Initial Research on the Governance of Chinese Football Environment	773
83	Study on the Performance Evaluation of the Parent-Subsidiary Corporation's Financial Management and Control Xi Zhao, Guo-hong Li, Jia-yin Liu and Hang Xu	781

84	A Research on Innovation and Development of Ethnic Tourism Service Products Based on the Theory of Industrial Engineering: A Case Study in Brocade of Hainan Li Nationality Xiaohuai Wu, Yan Li, Liwei Zhang and Kunlong Wang	791
85	A Study of Performance Evaluation on Facility Management of City Integrated Transport Hub Gao-feng Luo and Hong Ke	801
86	An Empirical Study on Consumer Satisfaction with Community Commerce: Taking Hangzhou as an Example Biao Nie, Xu-feng Shu and Jia-jia Zuo	811
87	Analysis on Core Antecedents of Customers' Purchasing Attitude of Products with After-Sales Service	821
88	Analysis of Patient Flow in Emergency Department Based on Markov Chain Ting Zhu, Xin-li Zhang, Li Luo, Ying-kang Shi and Yu Cao	829
89	Analysis of Risk Assessment and Risk Management for Power Generation Enterprise Lu-ming Yan	837
90	Application of ISM in Influence Factors of Human Resource Training Effects of Transportation Enterprises Tian-bo Li and Shu-dong Li	845
91	Application of LibQUAL^{+TM} and FAHP on Public Library Service Quality Evaluation	853
92	Conceptualizing the Chinese Consumer's Self-Concept Wei-hong Zhao and Hai-qing Zhu	863
93	Confirmatory Factor Analysis of Structure Dimensions About Service Employees' Innovation Behavior Xia Li	871
94	Evaluation and Analysis of Competitiveness in Market Industry	881
	Yong Cui, Yuan-sheng Huang and Xin-bo Dai	

Contents	
----------	--

95	Farmer Cooperatives as the Mainstay on Safetyof Agricultural Products in ChinaGuo-Ming Han and He Wang	891
96	Genetic Algorithms for Vehicle Routing Problem with Recourse Cost Model Jun-qi Chen and Tomohiro Murata	903
97	Optimal Reliability, Warranty Length, Price and Service Quality for Repeat Purchase Products Xuan Wang and Liwen Liu	917
98	Power Supply Enterprise Human Resources Management Ability Fuzzy Comprehensive Evaluation Based on ANP Yi-ming Zhao	929
99	QoS-Driven Dynamic Pricing Mechanism of SaaS in Cloud Services	939
100	Research on the Mechanism of Energy Service Outsourcing Vendors Trust in ESCOs Yu-lu Wang and Xiao-hong Zhang	949
101	Research on Indicator System of Risk Early-Warning in ITO Zhuo Shi, Yu-jie Huang and Xiao-lan Cui	959
102	Research on Innovation Path of Rural Tourism Based on the Innovation Theory: Taking Chongqing as an Example Li Li and Xue-jun Chen	969
103	Service Capability: Capability Quality and Capability Process Xi-qiu Wang and Can Li	979
104	The Empirical Research of Urbanization Level Measure from the Spatial Economics: On the Data of Henan Province Li-ping Fu, Jun-hui Li and Yong-jun He	987
105	Would Stress Always Lead to Bad Outcome? The Differentiation of Job Stress and Mediating Effects of Job Engagement Steven Ji-fan Ren, Cai-hong Hu and Ping Xie	999

106	Under the Macro-Control of the Relationship Between Supply and Demand in the Residential Market Study: In the Case of Xi'an Yan-wei Zhang and Jian-ping Yang	1009
107	Research on Employment Ability Evaluation of Graduates Xiao-nan Ma and Ye Sun	1019
108	An Empirical Study of the Influence Factors of Infrastructure Investment on Promoting Private Investment: Based on the Empirical Data of Jiangsu Province from 1990 to 2011 Guo-qing Han and Hui Wang	1027
109	A Study on the Satisfaction of Training Program for S&T Talents Based on Modified IPA Qi Zhang, Qiu-ping Wang and Yi-kai Wang	1037
110	A Configuration Strategy for Emergency Medical Supplies in Earthquake Disaster Xue-dong Liang, Rong Huang, Ying-kang Shi, Lei Xie and Jian Liu	1045
111	Analyst Coverage and Earnings Management: Evidence from China Zhao-hua Lan, Su-sheng Wang, Tao Yu and Zhen Yu	1057
112	Research on the Competitive Dimension of Travel Agencies Based on the Marketing Dynamic Capabilities Theory Na Han, Jian Li and Jian-mei Liu	1065
113	Diamond Model of Cultural Theme Blocks Operation: Taking "Nanjing 1912" as an Example Xiao-hu Zhou, Hai-long Jiao, Zhong-jin Zhang and Yun-qin Chen	1075
114	Formation and Transcendence: Institutional Change from Moral Autonomy to Heteronomy	1085
115	Empirical Study on Social Responsibility Evaluation of Listed Hotels Based on Set Pair Analysis Zhong Wang, Lan Hu and Ying-wen Deng	1095

116	A Study of Coping Strategies in Emergencies with Group Panic in Large Public Places	1103
117	Cloud Service Model for Safety Monitoring and Assessment of Oil and Gas Pipelines Si-jian Lin, Xiao-lie Liao, Wei Long and Jun-bi Liao	1111
118	Research of Human–Machine Collaborative Emergency Management in Major Transport Hub of China Chun-dong Zheng, Hai-xin Qi, Xiao-liang Li and Ya-dong Qiu	1117
119	The Analysis of Parking Problems at Huaxi Hospital Xue-dong Liang, Chao Ji, Qi-gang Ran and Li Liu	1131
120	A Comparative Study on Industrial Promoting Policies of China's Service Outsourcing Model Cities Jun-wu Dong and Wei-jin He	1139
121	A Study on the Continuous Improvement of Hotel Service Quality Based on the PDCA Cycle Guo-xia Sun	1151
122	Implementation of Six Sigma to Service Quality Management in Auto After-Sale Xiang-ping Bo, Yi-yi Wang and Jun-fang Zou	1163
123	Trust Evaluation in Cloud Manufacturing Environment Lu Gao, Quan Liu and Ping Lou	1173
124	The Exploration of the Influencing Factors of Impulsive Purchasing and the Construction of the Model: On the Basis of the Researches of Cultural Difference and Mental Accounting. Jun-feng Liao, Xun-qi Liu and Xi-chen Dong	1181
125	Study on Airport CRM Strategy and Tactics in Detainment Qing-song Zhang, Yi-nan Yang and Li Li	1189
126	Research into Consumers' User Acceptance Willingness of Mobile Advertising Zhong He, Xia Chen and Ting-jie Lv	1201

127	Does Organizational Injustice Lead to Unethical Behavior in Workplace? The Moderating Effect of Guanxi Ya-li Tan	1209
128	The Empirical Research about the Effects of Consumption Experience on Word-of-Mouth Intention	1217
129	A Systematic Analysis on the Sustainable Development of Tourism Industry Cluster: Take Hainan Province as an Example	1227
130	Research on Dispatched Employees' Voluntary Turnover in Electronics Industry Xu-tao Zhang, Zhen He, Yun-na Liu and Yun Wang	1237
131	The Design and Realization of VB Excellent Course Website Xiu-ying Wang, Yu-min Sui and Ming-hua Liu	1245
132	VIKOR with Fuzzy TOPSIS Techniques to Investigate Nurses' Competency in Different Job Characteristics Ying-chyi Chou, C. H. Lu and C. C. Sun	1253
133	Health Promotion Activities for Professional and Technical Workers in the Beauty Service Industry: Beauty Franchise Stores in Taipei as Case Study	1263
134	The Construction and Evaluation of Consistency Between Compensation Management and Strategy Gang Du, You-min Gao, Xiao-diao Wu and Jing Sun	1271
135	Brand Credit Degree, Choice Cost and Sales Model Building Wei-liang Li and Hui Wang	1283
136	Product Platform Design Services Architecture and Key TechnologiesBased on Cloud Computing Hai Ji, Qian-jin Yang and Xin-min Han	1293

Contents	;
----------	---

137	Research on ERP and PLM Integration Based on R&D Project Management Xu Zhao and Kai-chao Yu	1307
138	Research and Application of General Collision DetectionSimulation PlatformL. Zeng, T. Ning and P. Xi	1315
139	Resource Productivity in Tianjin Based on Ecological Footprint	1325
140	Research on Operation Mode of Green ERP Based on Multilife Cycle Yong Ren, Min Zhou, Yan-xia Chen and Hua Zhang	1333
141	Development of Automatic Downloads System for Slub Yarn Parameters Based on MODBUS/TCP Yue-gang Liu, Chong-qi Ma and Han-ming Lv	1343
142	The Effect of Transformational Leadership on Innovation Performance of Subordinates: Psychological Capital as Mediator Jiang-lin Ke, Han-xi Zhang, Rui Sun and Hang Zhang	1351
143	The Research of "Crossover" Marketing Strategy Xiao-feng Ji and Hai-na Shen	1363
144	Research the Discipline Construction and Reform of Packaging Engineering Based on the Complete Packaging Solutions Ying-zhe Xiao, Xi-hai Hao and De-jian Zhao	1371
145	Negative Information Communication: What Can Leaders Do Qiong Bu, Steven Ji-fan Ren and Ming-jian Zhou	1381
146	Product Life Cycle Assessment and Environmental Efficiency Assessment	1391

147	Municipal Solid Waste Characteristics and Management in Kolkata, India Swapan Das and Bidyut Kr. Bhattacharyya	1399
148	Research on Comprehensive Evaluation of Energy Intensity Yong Yang	1411
149	Study on Development Model of Ecological Economy in Shiyang River Basin Hui Ding and Hui-chun Shi	1419
150	The Study on Public Participation in Environmental Protection	1429