

2015 管理分析国际论坛日程安排

Schedule of IFMA 2015, 19th – 20th November

重庆邮电大学, *Chongqing University of Posts & Telecommunications*
Nanshan Street, Chongwen Rd. 2, Nan'an district, Chongqing China

11 月 18 日 (18th Nov)	
时间	会议议程
15:30-21:30	会议注册报到 (邮苑宾馆)
11 月 19 日(19th Nov)	
时间	会议议程
8:30-9:15	开幕式 (领导致辞) Opening (welcome speech) 主持人: 万晓榆 1. 主持人介绍嘉宾及参会代表 2. 大会主席方海洋书记致辞 3. 协办单位代表发言 4. 参会人员合影
9:15-10:15	大会主题报告一 报告人: 瑞士前国务卿, 瑞士苏黎世联邦理工大学 迈克.阿姆碧尔教授 报告题目: 谈判工程 Plenary speech 1 Speaker: Prof. Dr. Michael Ambuehl Topic: Negotiation engineering
10:15-10:40	茶歇 Coffee/tea break
10:40-11:40	大会主题报告二 报告人: 中国信息经济学会副理事长、中国管理科学院院士 吕廷杰 教授 报告题目: 移动互联网时代的商务模式 Plenary speech 2 Speaker: Prof. Lv Tingjie Topic: The business model of mobile Internet era
12:00-13:00	午餐:自助餐 Lunch: buffet at the hotel of Chongyou training center
13:00-14:00	午休 (自由活动)
14:00-15:00	大会主题报告三 报告人: 瑞士工程院院士, 瑞士苏黎世联邦理工大学 新加坡中心主任 汉斯.海尼曼教授 报告题目: 风险管理研究的现状与展望 Plenary speech 3 Speaker: Prof. Dr. Hans Rudolf Heinimann Topic: Management of Risks --State and Perspectives
15:00-15:20	茶歇 Coffee/tea break
15:20-16:20	大会主题报告四 报告人: 胡汉辉 报告题目: 从电视竞争到三网融合的不对称规制改变 Plenary speech 4 Speaker: Prof. Hu Hanhui Topic: Change of Asymmetric Regulation: from TV Competition to Network Convergence

16:20-17:00	大会专题讨论 Panel discussion
17:30-19:30	欢迎晚宴 Welcome dinner
11 月 20 日(20th Nov)	
时间	会议议程
8:30-10:10	<p>分会场一：谈判与冲突管理 分会场主席：屈三才博士，上海锦天城重庆律师事务所 邀请报告: Negotiation research: where does it head toward? (Michael Ambuehl, ETH Zurich) 分会场报告： 1. Anna Shakhova, Dongbin Huang. Template analysis and experiments of venture capital deals negotiation 2. Cheng-chen Huang, Dongbin Huang. Order Negotiation in Two Tier Supply Chain of Manufactures 3. Meruyert Tanirkulova, Dongbin Huang. Simulation Analysis of a fair and efficient solution for Caspian Sea Resource Division 4. Xiangdong She, Xiaozhou Sheng, Dongbin Huang. NAP - A negotiation analysis program on mobile phone 5. Zhe Chen, Dongbin Huang. Toward a decision support model for executive pay negotiations</p>
	<p>分会场二：管理创新与研究方法 分会场主席：左传长教授，中国宏观经济研究院 邀请报告: Latest impacts of technology on business and entrepreneurship (Jacqueline Vanacek, Forbes columnist, Senior consultant for Big date analysis) 邀请报告: 十三五规划展望及一带一路战略分析（左传长教授，中国宏观经济研究院） 分会场报告： 1. 李荣锦,张银莹. Construction of Patent Assets Pledge Valuation Model- Based on DCF Model and Patent Effective Coefficient β 2. Huiying Cao, Lanjing Nong, Xiaojie Yang, Yong Wang. An integrated multi-depot and multi-vehicle routing model with time windows based on China Post transportation network 3. 万晓榆, 齐捷. Establishing the Evaluation Index System of the Emerging Information Consumption Environment——Based on the Perspective of Supply and Demand 4. 高锡荣, 蒋婉莹. Information Sharing across Branches: A Comparative Analysis between Institutional Incentives and Technical Realization 5. 高锡荣, 张红超. Information value evaluation: Evidence From sina weibo</p>
	<p>分会场三：企业管理与运营管理 分会场主席：张世云教授 重庆邮电大学 分会场报告： 1. 罗艺. Research on the Incentive Mechanism of Knowledge Employees Based on Self-efficacy and Job Design 2. 游敏惠, 毛庆欣, 李忆. Do Traditional Values Really Inhibit Employees' Voice Behavior-- Based on the Confucian Values 3. 李忆, 刘伟. Staffs' Error Detection Behavior In Manufacturing Process: A Game-Theoretic Analyzes 4. 张世云, 周小力. The Import Model on Reputation Management into the Enterprise Strategic Management 5. 周雪. 中国服务贸易国际竞争力影响因素的实证研究: 1985-2013 6. Tao SHI, Hongliang TAO, How Happiness Affect Organizational Learning and Performance 7. WU Xian-feng, LIU Xian-hao, WU Xin-pei, YUAN Xu Radio Spectrum Pricing Model Based on Marginal Opportunity Cost 8. HABYARINAMA JEAN D 'AMOUR, WU Xian-feng THE CONTRIBUTION OF CHINA FOREIGN DIRECT INVESTMENTS</p>

	(FDIs) IN PERSPECTIVE ECONOMY OF EAST AFRICA COMMUNITY
10:10-10:30	<p style="text-align: center;">茶歇 Coffee/tea break</p>
10:30-12:10	<p style="text-align: center;">分会场一：公司评估与治理 分会场主席：庄玉良教授，南京审计学院</p> <p>邀请报告 1: DEA with uncertain data (LIM Sungmook, Dongguk Business School,Dongguk University)</p> <p>邀请报告 2: 审计信息化战略 (ZHUANG Yuliang: 南京审计学院)</p> <p>分会场报告:</p> <ol style="list-style-type: none"> 1. Wang Linlin,Huang Dongbin. Use of DEA cross-efficiency evaluation and MAD in portfolio selection 2. Wang Yong, Huang Dongbin. A TOPSIS-CVaR approach for stock evaluation and portfolio choice 3. Chen Xiang, Huang Dongbin. DEA cross efficiency clustering analysis for project contractor selection 4. CHEN Jiajia, Huang Dongbin. Supplier selection with categorized screening and a fuzzy-mixed integer programming method under a quantity discount policy 5. 解阅. 报业集团介入市政 WiFi 项目商业运营的可行性分析 6. 李庭燎, 庄玉良. 不确定环境下 IT 能力与组织绩效模型构建研究
	<p style="text-align: center;">分会场二：应用系统分析 分会场主席：梅洪常教授，重庆工商大学</p> <p>邀请报告 1: Predictions in an uncertain environment - What are the odds of getting them right (Dr. Jan Agerholm Hoeybye, JustBusiness, Denmark)</p> <p>邀请报告 2: 中西部低碳城镇化面临的问题与对策分析 (梅洪常, 重庆工商大学)</p> <p>分会场报告:</p> <ol style="list-style-type: none"> 1. GAO Xirong, Yang Na, Wan Qian. System Dynamics of Firm's Knowledge Creation under SECI 2. Du Maokang, Zhu Yuan, Tao Bo. Research on Incentive Mechanisms for Recycling Waste Household Appliances Based on Evolutionary Game 3. 刘小平, 郑慧, 冯氏碧红, 李忆. The Effect of Cause-Related Marketing on Consumer's purchase intention —Based on Vietnam beverage industry 4. 高锡荣, 罗扬. An Analysis Framework for Uncertain Decision Based on the Psychological Endurance 5. Zaholi. Analysis of the Robustness of Enterprise Organization Based on Complex Network Perspective
	<p style="text-align: center;">分会场三：供应链与物流管理 分会场主席：许茂增教授，重庆交通大学</p> <p>邀请报告：供应链管理发展的启示与研究机会 (许茂增教授，重庆交通大学)</p> <p>分会场报告:</p> <ol style="list-style-type: none"> 1. 温平川, 罗嘉. The Research on Synergy Mechanisms of Supply Chain for Chong qing SMEs 2. 杜茂康, 冯磊, 陶波. 基于演化博弈的废旧家电逆向物流激励机制研究 3. GAO Lian, WEI Feng. Automobile manufacturing enterprise supply chain risk assessment research in the Xijiang Economic Belt 4. 徐广姝, 宋子龙, 朴商俊. 北京顺丰速运竞争策略分析 5. 徐广姝, 宋子龙, 朴商俊. 射频识别技术在集装箱物流系统中的应用研究 6. 卢安文, 杨东华. 需求不确定下二级物流服务供应链的契约协调研究 7. 谭光华. 基于牛鞭效应的供应链成本分摊研究
12:10-13:10	<p style="text-align: center;">午餐:自助餐 Lunch buffet</p>
13:10-14:00	<p style="text-align: center;">午休</p>
14:00-16:00	<p style="text-align: center;">分会场一：数量经济与金融分析 分会场主席：刘琦岩教授：中国科学技术信息研究所</p> <p>邀请报告：创新链决策论 (刘琦岩教授，中国科学技术信息研究所)</p> <p>分会场报告:</p> <ol style="list-style-type: none"> 1. Sang-Gook Kim, San Choi, Hyun-woo Park. The study on volatility

	<p>improvement in the technology valuation based on the option model</p> <ol style="list-style-type: none"> 2. Liang Changyong, Xuan Jie. 商业银行理财产品预期收益率影响因素分析 3. 徐鹿, 尹春妍. 上市公司价值创造力分析 4. 胡前芳. 基于数据挖掘合奏的股票交易策略 5. 孙宏伟, 黄东宾. 考虑未来短期预测的投资组合选择 6. 杨波, 刘仕玲. 我国城市间住宅价格的差异及其影响因素研究 7. 马文君. 多种误差项分布假定下的 CARR 模型参数估计及研究 8. 赵善庆. 公立高校资产使用绩效评价指标体系的构建研究 9. 赵善庆, 李衔. 高职院校校企合作新机制的构建与实现 10. 赵善庆. 促进公立高校大型仪器设备管理有效性的研究
	<p style="text-align: center;">分会场二：电子商务与互联网+ 分会场主席：沈江教授，天津大学</p> <p>邀请报告 1：互联网+企业转型升级决策路径（沈江教授，天津大学） 邀请报告 2：面向数字化工厂（智能工厂）的机器人系统（张毅教授，重庆邮电大学）</p> <p>分会场报告：</p> <ol style="list-style-type: none"> 1. 周萍. 网络舆情危机对政府治理的挑战与应对策略 2. 石全胜, 宋利利. 跨境电子商务下物流服务供应链质量协调研究 3. 袁梦琛. 互联网金融对券商发展新模式的影响分析——基于面板数据的实证研究 4. XIANG Min, YUAN Jiabin. Internet Financial P2P Innovation Model of Credit Management Research 5. Haiyan Yu, Jiang Shen, Man Xu, Dan Gan, Yifei Zuo. Mis-annotated Diagnosis Decision-Making based on Similarity-based reasoning 6. 张长云. Research on the vehicle routes in half-open multi-vehicle hubs with terminal constrains 7. 张磊. 浅议互联网思维下的劳动合同 8. 李兴艳. 电子产品生产者延伸责任政策的研究综述 9. 蹇洁, 赵文静. Risk taking behavior in crowdsourcing adoption 10. 蹇洁 赵文静 袁恒. 大数据视角的经济市场预测研究综述
	<p style="text-align: center;">分会场三：博弈与策略 分会场主席：张轮教授，同济大学</p> <p>邀请报告：Strategies of urban transportation efficiency enhancement (Zhang Lun, Shanghai Tongji University)</p> <p>分会场报告：</p> <ol style="list-style-type: none"> 1. 李薇, 王雪梅. Interventions of Governments on Standard-setting Alliance and the benefits: A Game Model 2. 尹燕飞. 探讨技术进步对工资水平、汇率的影响——基于可计算一般均衡 3. 杨丰瑞, 刘梦娟. Game Analysis and Suggestions of the Supervision for Mobile Application Security 4. Lu Anwen, Kong Dexing. Research on Competition Strategy and Government Regulation of Internet Information Service Enterprise Based on Evolutionary Game Theory 5. Huang You-lan, Huang Ying, Shan Qing-zhou. Analysis of the negative correlation between the scale of independent director and IPO under-pricing rate of small and medium-sized companies 6. LIN Chao, MA Lu. Research on the problem of government performance evaluation information asymmetry based on Game Theory
16:00-16:20	<p>茶歇 Coffee/tea break</p>
16:20-17:20	<p>大会闭幕式</p> <ol style="list-style-type: none"> 1. 优秀论文颁奖及获奖论文作者发言 2. 各分会场主席发言 3. 大会秘书长万晓榆做大会总结