

## 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)	
15:00-21:30	会议注册报到（开放至整个会议期间） Arrival and registration
11月19日(19th Nov)	
8:30-9:00	开幕式（领导致辞） Opening (welcome speech)
9:00-9:15	大会合影 Participants photo shooting
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 Yanjie Topic: The business model of mobile Internet era
End of the morning program	
12:00-13:40	午餐:自助餐 Lunch: buffet at the hotel of Chongyou training center
14:00-15:00	大会大会主题报告三 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：社会经济技术一体化未来风险研究 Plenary speech 3 Speaker: Prof. Dr. Hans Rudolf Heinimann Topic: The future risk research in the context of social, economic and technological integration

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：现代评估方法与公司治理 Plenary speech 4 Speaker: Prof. Hu Hanhui Topic: Modern assessment for corporate governance		
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)			
8:30-10:10	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	
		Anna Shakhova, Dongbin Huang	Template analysis and experiments of venture capital deals negotiation
		Cheng-chen Huang, Dongbin Huang	Order Negotiation in Two Tier Supply Chain of Manufactures
		Meruyert Tanirkulova, Dongbin Huang	Simulation Analysis of a fair and efficient solution for Caspian Sea Resource Division
		Xiangdong She, Xiaozhou Sheng, Dongbin Huang	NAP - A negotiation analysis program on mobile phone
		Zhe Chen, Dongbin Huang	Toward a decision support model for executive pay negotiations
		Invited discussion:Michael Ambuehl,ETH Zurich Topic: Negotiation research: where does it head toward?	
	分会场二： 管理创新与 研究方法	分会场主席：白渝平教授，重庆经济管理学会	
		Invited talk: Jacqueline Vanacek, Forbes columnist,Senior consultant for Big date analysis Topic: Latest impacts of technology on business and entrepreneurship	
		李荣锦,张银莹	Construction of Patent Assets Pledge Valuation Model- Based on DCF Model and Patent Effective Coefficient $\beta$
		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
		万晓榆，齐捷	Establishing the Evaluation Index System of the Emerging Information Consumption Environment——Based on the Perspective of Supply and Demand

		高锡荣, 蒋婉莹	Information Sharing across Branches: A Comparative Analysis between Institutional Incentives and Technical Realization
		高锡荣, 张红超	Information value evaluation: Evidence From sina weibo
	分会场三: 企业管理与 运营管理	分会场主席: 左传长教授, 清华大学	
		<b>Invited talk:</b> 左传长教授, 清华大学 <b>Topic:</b> 十三五规划展望及一带一路战略分析	
		于洪彦, 吴继飞, 万晓榆	中国ICT企业如何建立市场导向? ——来自ICT企业的扎根证据
		罗艺	Research on the Incentive Mechanism of Knowledge Employees Based on Self-efficacy and Job Design
		尤敏慧, 毛庆欣, 李忆	Do Traditional Values Really Inhibit Employees' Voice Behavior-- Based on the Confucian Values
		李忆, 刘伟	Staffs' Error Detection Behavior In Manufacturing Process: A Game-Theoretic Analyzes
		张世云, 周小力	The Import Model on Reputation Management into the Enterprise Strategic Management
	10: 10-10:30	茶歇 Coffee/tea break	
	分会场一: 博弈与策略	分会场主席: 张轮教授, 同济大学	
		<b>Invited talk:</b> Zhang Lun, Shanghai Tongji University <b>Topic:</b> Strategies of urban transportation efficiency enhancement	
		李薇, 王雪梅	Interventions of Governments on Standard-setting Alliance and the benefits: A Game Model
		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
		杨丰瑞, 刘梦娟	Game Analysis and Suggestions of the Supervision for Mobile Application Security
		Lu Anwen, Kong Dexing	Research on Competition Strategy and Government Regulation of Internet Information Service Enterprise Based on Evolutionary Game Theory
		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
		LIN Chao,MA Lu	Research on the problem of government performance evaluation information asymmetry based on Game Theory
		分会场主席: 梅洪常教授, 重庆工商大学	

10: 30-12.10	分会场二： 应用系统分析	<b>Invited talk:</b> Dr. Jan Agerholm Hoeybye, JustBusiness, Denmark <b>Topic:</b> Predictions in an uncertain environment - What are the odds of getting them right	
		<b>Invited talk:</b> 梅洪常, 重庆工商大学 <b>Topic:</b> 中西部低碳城镇化面临的问题与对策分析	
		GAO Xirong, Yang Na, Wan Qian	System Dynamics of Firm's Knowledge Creation under SECI
		Du Maokang, Zhu Yuan, Tao Bo	Research on Incentive Mechanisms for Recycling Waste Household Appliances Based on Evolutionary Game
		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
		高锡荣, 罗扬	An Analysis Framework for Uncertain Decision Based on the Psychological Endurance
		zaholi	Analysis of the Robustness of Enterprise Organization Based on Complex Network Perspective
	分会场三： 供应链与物流管理	分会场主席：徐茂增教授，重庆交通大学	
		<b>Invited talk:</b> 徐茂增教授，重庆交通大学 <b>Topic:</b> 供应链管理发展的启示与研究机会	
		温平川, 罗嘉	The Research on Synergy Mechanisms of Supply Chain for Chong qing SMEs
		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
		GAO Lian, WEI Feng	Automobile manufacturing enterprise supply chain risk assessment research in the Xijiang Economic Belt
		徐广姝, 宋子龙, 朴商俊	北京顺丰速运竞争策略分析
		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
		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
		谭光华	基于牛鞭效应的供应链成本分摊研究
12:10-13:40	午餐:自助餐 Lunch buffet		
		分会场主席：刘琦岩教授：中国科学技术信息研究所	
		<b>Invited talk:</b> 刘琦岩教授，中国科学技术信息研究所 <b>Topic:</b> 创新链决策论	

14:00-16: 00

分会场一：  
数量经济与  
金融分析

Sang-Gook Kim, San Choi, Hyun-woo Park	The study on volatility improvement in the technology valuation based on the option model
Liang Changyong, Xuan Jie	商业银行理财产品预期收益率影响因素分析
徐鹿, 尹春妍	上市公司价值创造力分析
胡前芳	基于数据挖掘合奏的股票交易策略
孙宏伟, 黄东宾	考虑未来短期预测的投资组合选择
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
马文君	多种误差项分布假定下的CARR模型参数估计及研究
赵善庆	公立高校资产使用绩效评价指标体系的构建研究
赵善庆, 李衍	高职院校校企合作新机制的构建与实现
赵善庆	促进公立高校大型仪器设备管理有效性的研究

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。	
Invited talk: 沈江教授：天津大学 Topic:	
周 萍	网络舆情危机对政府治理的挑战与应对策略
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
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
XIANG Min, YUAN Jiabin	Internet Financial P2P Innovation Model of Credit Management Research
Haiyan Yu, Jiang Shen, Man Xu, Dan Gan, Yifei Zuo	Mis-annotated Diagnosis Decision-Making based on Similarity-based reasoning
张长云	Research on the vehicle routes in half-open multi-vehicle hubs with terminal constrains
张磊	浅议互联网思维下的劳动合同

		李兴艳	电子产品生产者延伸责任政策的研究综述
		蹇洁，赵文静	Risk taking behavior in crowdsourcing adoption
		蹇洁 赵文静 袁恒	大数据视角的经济市场预测研究综述
	分会场三： 公司评估与 治理	分会场主席：庄玉良教授，南京审计学院	
		Invited talk: LIM Sungmook, Dongguk Business School,Dongguk University, Korea , Topic: DEA with uncertain data	
		Invited talk: ZHUANG Yuliang: 南京审计学院 Topic: 审计信息化战略(Strategy of informationalizing audit)	
		Wang Linlin,Huang Dongbin	Use of DEA cross-efficiency evaluation and MAD in portfolio selection
		Wang Yong, Huang Dongbin	A TOPSIS-CVaR approach for stock evaluation and portfolio choice
		Chen Xiang, Huang Dongbin	DEA cross efficiency clustering analysis for project contractor selection
		CHEN Jiajia, Huang Dongbin	Supplier selection with categorized screening and a fuzzy-mixed integer programming method under a quantity discount policy
	解阅	报业集团介入市政WiFi项目商业运营的可行性分析	
16:00-16:20	茶歇 Coffee/tea break		
16:20-17:20	大会优秀论文颁奖与选择报告		
会议结束			