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Session Schedule

Session 1

Electronic Platforms and Sharing Economics 1

Saturday, July 7th, 8:30-10:00

Room 619, Floor 6, Business School Building, Nankai University

Chair: Xusen Cheng

1. The Sequence Effect of Supplementary Online Comments

Chen Hejie, Qiang Yan, Mengjiao Xie, Duo Zhang, Yepeng Chen and Xu Hong

Beijing University of Posts and Telecommunications, Beijing, China

2. An Investigation of User Trust in Sharing Economy Driven Ride-sharing Platforms

Linlin Su, Xusen Cheng, Tingting Hou and Shixuan Fu

University of International Business and Economics, Beijing, China

3. Cracking the Information Privacy Paradox from a Psychological Perspective on Bike Sharing Platforms

Lin Li, Sung-Byung Yang

Kyug Hee University, Dongdaemun-gu South Korea

4. How Herd Behavior Impact Consumer Impulse Buying during Online Shopping Festival

Meng Yin, Qi Li, Yang Liu and Xiaoyu Xu

Henan University of Animal Husbandry and Economy, Henan, China

Session 2

Cloud Service and Supply Chain in E-commerce

Saturday, July 7th, 8:30-10:00

Room 422, Level 4, Business School Building, Nankai University

Chair: Xinman Lu

1. Research on Relationship Decisions between Demand and Supply of Sharing bicycle based on Cobweb Model

Xiukun Zhao, Mengyu Han and Fangchao Xu

Tianjin University of Finance and Economics, Tianjin, China

2. Personal Cloud Storage Users' Risk Coping ——Based on the Optimism Bias

Xinman Lu, Yan Xia Li and Chu Bing Zhang

Tianjin University of Finance and Economics, Tianjin, China

3. Research on User Perceived Value and Content Sharing Behavior with Consideration of Peer Influence

Jianyuan Yan; Xin Lu

Nankai University, Tianjin, China

4. Behavioral decision making in e-commerce supply chain considering dynamic pricing and reputation

Xin Wang, Xinyu Wang and Shuhua Zhang

Tianjin University of Finance and Economics, Tianjin, China

Session 3 Cross-border E-commerce

Saturday, July 7th, 8:30-10:00

Room 519, Level 5, Business School Building, Nankai University

Chair: Jian Mou (Xidian University)

1. Applying Kansei Engineering to Design Cross-border E-commerce Service: Based on Customer Feedback

Chunxiu Qin, Xiaojuan Lv, Jian Mou, Yang Li and Yaxi Liu

Xidian University, Shannxi, China

2. Understanding Psychological Distance Theory and Commitment-trust Theory in the Acceptance of Cross-border M-commerce

Yi Cui, Jian Mou, Jason Cohen, Yanping Liu and Kerry Kurcz

Xidian University, Shannxi, China

3. Bibliometric Analysis of Cross-border E-commerce Research Based on CiteSpace

Rui Wei, Yongxiang Dou, Miaomiao Yu and Huanan Wei

Xidian University, Shannxi, China

Session 4 Operations in Electronic Commerce

Saturday, July 7th, 8:30-10:00

Room 522, Level 5, Business School Building, Nankai University

Chair: Hongyan Xu

1. Multi-period Trade-in Strategy in Electronic Commerce Considering Old Product's Alternative Usage

Shiyong Li, Peng Wu

Sichuan University, Sichuan, China

2. Optimal Group-buying Sales Effort for the Seller and Buyers

Lei Guan, Haiwen Ma, Lianmin Zhang

Beijing Institute of Technology, Beijing, China

3. Manufacturer's Story under Platform Retailing: Competition and Encroachment

He Huang, Ting Xie , Hongyan Xu

School of Economics and Business Administration, Chongqing University, Chongqing, China

4. Auctioning IT Service Contracts

He Huang, Zhipeng LI, De Liu, Hongyan Xu

Nanchang University, Jiangxi, China

Session 5

Electronic Platforms and Sharing Economics 2

Saturday, July 7th, 8:30-10:00

Room 622, Level 6, Business School Building, Nankai University

Chair: Liwei Li

1. Antecedents of Trust in the Sharing Economy: an Integrated Conceptual Framework

Liwei Li, Xiaojuan Sheng and Dandan Li

Beijing Union University, Beijing, China

2. Applying Gamification for Digital Transformation to a Platform-based Business

Chun-Yi Lin

National Chengchi University, Taipei City, Taiwan, China

3. Investments Patterns in Online Peer-to-peer Lending: An Empirical Study Using Sequence Analysis

Liting Li, Haichao Zheng and Dongyu Chen

Southwestern University of Finance and Economics, Chengdu, China

Session 6

E-commerce Issues in China

Saturday, July 7th, 8:30-10:00

Room 419, Level 4, Business School Building, Nankai University

Chair: Xiaogang Chen

1. Why do Individuals Continue Using Mobile Payments – A Qualitative Study in China

Xiaogang Chen, Darrell Carpenter and Xue Li

Southwestern University of Finance and Economics, Sichuan, China

2. A Study on Privacy-protective Behaviors of Social Media Self-disclosure: Evidence from WeChat Circle of Friends

Luyao Wang, Qi Li and Zhilin Qiao

Xi'an Jiaotong University, Shannxi, China

3. Research on the development strategy of rural e-commerce in Shaanxi province

Lin-Hui Sun, Kang Shang and Ting Feng

Xi' an university of science and technology, Shannxi, China

4. Does the Development of E-commerce Promote the Growth of peasants' income? An Analysis of Spatial Panel Data from Zhejiang Province

Yuehuan Tang, Qi Li, Shenhao Zhou and Xiaojing Ren
Xi'an Jiaotong University, Shannxi, China

Session 7

E-health and Tourists

Saturday, July 7th, 10:20-11:50

Room 719, Floor 7, Business School Building, Nankai University

Chair: Xiukun Zhao

1. Investigating the effects of ICT on tourists' experiences: an analysis of foreign visitors of the 2018 Pyeong Chang Winter Olympics

Ao Cheng, Namho Chung and Chulmo Koo

Kyung Hee University, Korea

2. Research on the index system of mobile health application based on the AHP-fuzzy comprehensive evaluation method

Lie-Quan Liang and Chang-Hong Yu

Guangdong University of Finance & Economics, Guangdong, China

3. Tourism Sharing Behavior on Social Media: An application of Social Influence Theory In The Case of Indonesian Inbound Tourists

Qi Xiong, Zhiyong Li, Clarissa Amelinda and Yang Yang

Sichuan University, Sichuan, China

4. The Influence of Online Physician-Patient Communication on Customer Satisfaction: A Text Mining Perspective

Jilong Zhang, Jin Zhang and Mozhu Wang

Renmin University of China, Beijing, China

Session 8

Social Network and Social Media

Saturday, July 7th, 10:20-11:50

Room 422, Floor 4, Business School Building, Nankai University

Chair: Guofang Nan

1. A Study of Social Networking Service Models

Zhiyong Li, Guofang Nan and Minqiang Li

Tianjin University Tianjin, China

2. How reviewer level and hotel rating affect online reviews of small and medium-sized hotels: the case of Seoul

Sunyoung Hlee, Namho Chung and Chulmo Koo

Smart Tourism Research Center Kyung Hee University Seoul, Republic of Korea

3. Research on influencing factors of answer live APP users' experience feelings and satisfaction based on text mining

Licai Lei, Enyu Zeng and Diansheng Zhang

Xiangtan University, Hunan, China

4. How Live Video Streaming Service Quality Impact Purchase Intention: A Swift Guanxi Perspective

Fang Qin and Min Zhang

Tianjin University, Tianjin, China

**Session 9
Consumer Behaviors and Marketing**

Saturday, July 7th, 10:20-11:50

Room 519, Floor 5, Business School Building, Nankai University

Chair: Yuwang Liu

1. Research about Consumer Purchasing Intention in Mobile Social E-commerce Based on Trust * ——Take WeChat Moments as Example

Yang Song, Lan and Pan

Shenyang Ligong University, China

2. Research on the Relationship Between E-commerce Customer Service Voice and Customer Satisfaction Based on Emotional Labor Theory

Linhui Sun and Kuang Wu

Xi'an university of science and technology, China

3. Avatar-Based Virtual Try-On of Footwear for New Retail

Yu-Wang Liu, Chih-Hsing Chu, Yi-An Chen and Jie Ke Pan

National Tsing Hua University, China

4. Research on Marketing Strategy of Bank Customer Trade Behavior Based on Factor Cluster Analysis

Qinghong Shuai , Chenglin Li , Hongxin Hu , Zhiyang Xiao , Chenchen Xiong

Southwestern University of Finance and Economics, China

5. Online Stores' Sales System Simulation: Positive and Negative e-WOM and Promotion Perspective

Simin Zhou, Qiang Yan, Yepeng Chen and Yanhong Luo

Beijing University of Posts and Telecommunications, China

**Session 10
Innovations and Big Data**

Saturday, July 7th, 10:20-11:50

Room 522, Floor 5, Business School Building, Nankai University

Chair: Vivian Guo

1. User-Based Cannibalization Mitigation in an Online Marketplace

Vivian Guo and Yan Qu

eBay Inc., USA

2. The Framework for Leading Venture Capital Firm Identification Based on Individual

Characteristics and Syndication Information

Hu Yang

Central University of Finance and Economics, China

3. Research on the Influencing Factors of Diversification of Innovation Sources

Yang Mei, Wei Tie and Gong Yingge

Guangxi University, China

4. An Empirical Study that Affects the Transition of Education Acceptance and Entrepreneurial Intention to Entrepreneurial Behavior

Zhang Shuo, Lee Jong-Ho and Fan Qi

Shandong Normal University, China

Session 11

Operations and Supply Chain Management 1

Saturday, July 7th, 10:20-11:50

Room 619, Floor 6, Business School Building, Nankai University

Chair: Mengdi Zhang

1. Game Theoretic Analysis of Horizontal Carrier Coordination with Revenue Sharing in E-commerce Logistics

Mengdi Zhang and Zhiheng Zhao

Nanjing University of Posts and Telecommunications, China

2. Evolutionary Game Analysis of Ridesourcing Industry between Transportation Network Companies and Passengers Based on New Policies of Ridesourcing

Licai Lei and Shang Gao

Xiangtan University, China

3. Advance Selling Strategy in the Present of Seed Consumers

Peng Han, Ershi Qi and Yanfang Huo

Tianjin University, China

4. Multi-objective Portfolio Optimization with Sector Limits

Xiao Zhang and Lixin Cui

Central University of Finance and Economics, China

Session 12

Operations and Supply Chain Management 2

Saturday, July 7th, 10:20-11:50

Room 622, Floor 6, Business School Building, Nankai University

Chair: Shuiye Niu

1. Effects of C2C Product Sharing on Closed-loop Supply Chain with Remanufacturing

Shuiye Niu

Tsinghua University, China

2. Impact of Showrooming on Decisions and Coordination in a Dual-channel Supply

Chain

Yanran Li and Bo Li

Tianjin University, China

3. Horizontal Mergers in a Dual-Channel Supply Chain

Xi Zhao and Teng Niu

Tianjin University, China

4. Differentiated product distribution in a dual-channel supply chain

Pu Xujin, Sun Shuxing and Han Guanghua

Jiangnan University, China

Session B1**Business Intelligence for Electronic Commerce I**

Saturday, July 7th, 10:30-12:00

Lecture Hall of School of Science, Tianjin University of Technology

Chair: Chunfa Li**1. Online tourism purchase analysis and prediction**

Zhiang Wu, Guixiang Zhu, Weichao Liang, Jie Cao

Nanjing University of Finance and Economics

2. Three-echelon supply chain coordination: An application of credit-based reward mechanism

Lei Xu, Yu Xie, Chi Zhou, Haobo Li, Xiaoran Shi

Tianjin University of Technology

3. The effects of individual motivations on consumers' review promptness in E-commerce Website

Boyan Yao, Yu Qian, Hua Yuan

University of Electronic Science and Technology of China

4. Optimal pricing strategy and economic effect of product sharing based on the analysis of B2C sharing platform

Zichen Huang, Dan Shi

Dalian University of Technology

Session B2**Business Intelligence for Electronic Commerce II**

Saturday, July 7th, 16:00-17:30

Lecture Hall of School of Science, Tianjin University of Technology

Chair: Wei Zhong**1. Orchestrating an entrepreneurial ecosystem for digital innovation in the E-commerce era: A comparative case study**

Wenyu Du, Junjie Wu, Shan L. Pan

Beihang University

2. A personality enhanced recommender system based on customer reviews

Cuixin Yuan, Guannan Liu, Junjie Wu

3. Optimal target decision for creator in reward crowdfunding considering product innovativeness

Xiaojiao Qiao , Dan Shi , Lei Xu

Tianjin University of Technology

 **Mail to us**

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