

**ICMeCG 2012 Program (Oct. 20-21, CUFE, Beijing, China)**

<b>Date</b>	<b>Events</b>	<b>Time</b>	<b>Speaker</b>	<b>Topic</b>	<b>Host</b>
Oct. 20	Opening Ceremony @202#, Academic Hall	08:30-08:40	Yaoqi Wang Vice President Central University of Finance and Economics, PRC		Jianming Zhu Chairman of ICMeCG 2012, Dean of School of Information, Central University of Finance and Economics, PRC
		08:40-08:50	Jen-Yao Chung Chairman of ICMeCG 2012 IBM T. J. Watson Research Center, USA		
		08:50-09:00	Baowen Sun Program Chair of ICMeCG 2012 Director of Academic Research Office, Central University of Finance and Economics, PRC		
	Group photo	09:00-09:20			
	Keynote Speech	09:20-10:00	Michael D. Myers University of Auckland Business School, New Zealand	The next wave in e-Commerce and e-Government: Digital natives and Ubiquitous Information Systems	Ning Zhang Vice Program Chair of ICMeCG 2012, Vice Dean of School of Information, Central University of Finance and Economics, PRC
	Tea break	10:00-10:10			
	Keynote Speech	10:10-10:50	Jen-Yao Chung IBM T. J. Watson Research Center, USA	Service Science and Cloud Enabled Business Model Innovation	
		10:50-11:30	Yongrok Choi Inha University, Korea	Paradigm Shift on the Metamediary for the Open Network Innovation	
		11:30-12:10	Yong Yin Yamagata University, Japan	Seru Production: A combination of lean and agile manufacturing	
	Lunch	12:30-13:30	@ Caixin Hotel		
Session: E-Commerce, Social Media, Business Intelligence @603#, Academic Hall	14:00-16:00	Yongrok Choi Inha University, Korea	The Drives of e-marketplace adoption in China: The mediation effect of Trust	Qing Li School of Economic Information Engineering, Southwestern University of Finance and Economics, PRC	
	14:20-14:40	Tiejun Wang Southwestern University of Finance & Economics, PRC	Sense the Words: the Impact of Discussion Board Postings on the Stock Market		
	14:40-15:00	Yue Wang Central University of Finance and Economics, PRC	Internet News Aided Evaluation of China's Housing Market		
	15:00-15:20	Bin Fu Dept of Business Administration, Graduate School Chungnam National University, Korea	Understanding the Role of Technical Features and Network Effects in Explaining Microblogging Acceptance		
	15:20-15:40	Jia Liu Central University of Finance and Economics, PRC	Analysis of the Impact of Social Network on College Students		

Date	Events	Time	Speaker	Topic	Host
	Session: Enterprise Information Systems, E- Government, Information Security @604#, Academic Hall	14:00-14:20	Erhao Zhong Neusoft Institute of Information Technology, PRC	The Exploration for Using E-Commerce Platform to Optimize Insurance Business	Guoqiong Liao Vice Dean of School of Information Management, Jiangxi University of Finance and Economics, PRC
		14:20-14:40	Jingwei Yang Zhongnan University of Economics and Law, PRC	Research on Continuous Auditing Based on Multi-agent and Web Services	
		14:40-15:00	Xianjing Zhou China National Software & Service Co., LTD, PRC	An Electronic Document Tracking Method Based on Ant Colony Algorithm	
		15:00-15:20	Xin Wang Capital University of Economics and Business, PRC	Research for promoting employment of minimum livelihood guarantee citizens for Beijing	
		15:20-15:40	Suwen Zhu Central University of Finance and Economics, PRC	An Improved Self-Adaptive Digital Watermarking Algorithm for RGB Images Based on W-SVD	
	Discussion	15:40-16:00			
	Dinner	16:00-17:00	@Caixin Hotel		
Oct. 21	Session: Operations & Services Management @603#, Academic Hall	09:00-09:20	Zheng Gong Central University of Finance and Economics, PRC	Analysis on the Impact of Short-Selling Mechanism to Chinese Stock Markets Based Complex Network Theory	Yong Yin Yamagata University, Japan
		09:20-09:40	Xinwu Li Capital University of Economics and Business, PRC	The Effect of Demand Information on Carbon Emission in Low Carbon Green Supply Chain	
		09:40-10:00	Jie Zheng Shanghai Ocean University, PRC	Risk Assessment on Agricultural Products Logistics Financial Based on FAHP	
		10:00-10:20	Mingming Wang Renmin University of China, PRC	Research on Contribution of Information Productivity to Economic Growth	
	Discussion	10:20-10:30			
	Closing Ceremony @202#, Academic Hall	10:30-10:40	Changxuan Wan Chairman of ICMcCG 2012 School of Information Management, Jiangxi University of Finance and Economics, PRC	Baowen Sun Program Chair of ICMcCG 2012, Director of Academic Research Office, Central University of Finance and Economics, PRC	
		10:40-10:50	Jianming Zhu Chairman of ICMcCG 2012 Dean of School of Information, Central University of Finance and Economics, PRC		
10:50-11:00		Chairman of ICMcCG 2013			