

International Conference on Management and Service Science (MASS 2012)

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Aug. 10-12, 2012, Shanghai, China



Conference Program Guide

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Part III Oral Sessions

Oral Session 1: Decision Support System and Supply Chain Management

HuiXian Room(荟贤厅), 3rd floor

14:00 – 18:00, August 11, Saturday

Paper ID	Paper Title	Author	Affiliation
64949	The Effects of Internal Marketing on Employees' Customer Orientation and Organizational Commitment	Meiju Huang	National Taiwan Sport University, Taiwan, China
61012	Research on Human Dynamics about On-line Reading	Qiang Yan	Beijing University of Posts Telecommunications, China
63103	High-level hypergames based approach for decision support concerning uncertain of strategy	Chao Chen	Science and Technology on Information Systems Engineering Key Laboratory, China
63273	Multi-object matching and the application of teaching management in bipartite graph	Jingyan Bao	Department of Information Science Statistics, China
65944	Scoring for Intelligence Quotient Test from Scanned Answer Form	Liliana	Petra Christian University, Indonesia
65551	Implementation of Pull System along a Production Chain	Wei Weng	Waseda University, Japan
63708	A tool for the design of public transportation services	Esteve Codina	Universitat Politècnica de Catalunya, Spain
61786	A Framework of Multi Criteria Decision Making For Candidate Short Listing System	Leo Willyanto Santoso	Petra Christian University, Indonesia
60481	A hybrid self-surviving, self-organising and adaptive foraging multi-agent approach towards advising and optimising combined strategies for marketing and competing in China	Shuliang Li	University of Westminster, United Kingdom
63180	Fifteen Years of Grey System Theory Research: Synthesis and review of publication patterns in the ISI web-based databases	Mu-Shang Yin	Hsing Wu Institute of Technology, Taiwan, China
62840	Optimization of a fruit and vegetable products inventory system with the probabilistic resource constraints	JinXin Cao	Inner Mongolia University, China
63887	A Synthetic Integrated Model to Forecast the Inventory Demand for Automobile Parts	Di Cao	Dalian University of Technology, China
61865	Supply Chain Coordination under Disruptions with Recoup and Penalty Contract in VMI	Xiyu cao	Zhong Shan Institute, China
64216	Modeling and experimental resolution to Urban Bus Routing Problem with Time Windows	Younes Rahmani	Université de Lorraine, France
62692	A use of Information and Communication Technologies in the framework of Advanced Management of Transportation systems: Dynamic OD Matrix Estimation	Lidia Montero	UPC, Spain



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