# Contents:

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Board</td>
<td>i</td>
</tr>
<tr>
<td>Call for Papers</td>
<td>vi</td>
</tr>
<tr>
<td>&lt; PART 1 &gt;</td>
<td></td>
</tr>
<tr>
<td>An Skip List Based Authentication Scheme for Encrypted Outsourced Database</td>
<td>01</td>
</tr>
<tr>
<td>Lin Yanchun, Wang Xiaomingi</td>
<td></td>
</tr>
<tr>
<td>Integrated Optimization Approach to Closed-Loop Supply Chain Under Uncertainty</td>
<td>11</td>
</tr>
<tr>
<td>Xiaoxia Zhu, Jia Jiang</td>
<td></td>
</tr>
<tr>
<td>Supply Chain Risks Evaluation Method Based on Fuzzy Theory</td>
<td>21</td>
</tr>
<tr>
<td>Ruijiang Wang, Hanyuan Wu, Xiaoxia Zhu</td>
<td></td>
</tr>
<tr>
<td>An Empirical Study of Smeed's Law Effectiveness Based on Panel Data from Major OECD Members</td>
<td>28</td>
</tr>
<tr>
<td>Ren Ying</td>
<td></td>
</tr>
<tr>
<td>Grid and Density Based Clustering Algorithm with Relative Entropy</td>
<td>36</td>
</tr>
<tr>
<td>Guoyan Huang, Ding Wang, Jiadong Ren</td>
<td></td>
</tr>
<tr>
<td>A Minimum Spanning Tree Clustering Algorithm Based on Density</td>
<td>44</td>
</tr>
<tr>
<td>Guoyan Huang, Shengqi Dong, Jiadong Ren</td>
<td></td>
</tr>
<tr>
<td>A Blind Detection Method for Frequency Difference Estimation in CDMA System</td>
<td>53</td>
</tr>
<tr>
<td>Zhang Tao</td>
<td></td>
</tr>
<tr>
<td>A Empirical Study of Institutional Repository Service Quality and Users' Loyalty on Library-Users' Satisfaction as a Mediation</td>
<td>62</td>
</tr>
<tr>
<td>Yih-Yeong Lin, Chao-Jen Cheng, Hsien-Hsien Chu</td>
<td></td>
</tr>
<tr>
<td>Impact of Organizational Control and Reward Systems on Service Quality: An Empirical Study</td>
<td>70</td>
</tr>
<tr>
<td>Xiaoyi Wu, Kun Dong, Lan Lin</td>
<td></td>
</tr>
<tr>
<td>Non-use Value Evaluation of Sanjiang Wetland in Heilongjiang Province in China</td>
<td>78</td>
</tr>
<tr>
<td>Changlin Ao, Jinting Chen, Yang Jiao, Song Yu</td>
<td></td>
</tr>
<tr>
<td>The Study on Real-Time Auto-control based on Hierarchical Genetic Algorithm using Fuzzy Controller</td>
<td>89</td>
</tr>
<tr>
<td>Zhou Baiqing</td>
<td></td>
</tr>
<tr>
<td>Cost Optimization of Product Warranty Supply Chain under Networked Collaborative Management</td>
<td>99</td>
</tr>
<tr>
<td>Qiu Xie, Chengmeng Xue</td>
<td></td>
</tr>
<tr>
<td>Jun Tie, Xiaorong Wang, Zhongshuang Feng, Lu Zheng</td>
<td></td>
</tr>
</tbody>
</table>
Three Algorithms for Attribute Reduction in High-Dimensional Information System .......................... 117
Jun-fang Guo

Development of a Web-Based 3D Virtual Reality Navigation System ................................................ 125
Shao-Chi Chien, Yu-Wei Chun, Meng-Lung Lin

Portfolio Analysis on China-Clay Products in an Old Coal Mining Company of China .................. 134
Dong Hongguang, Hu Ruizhong, Gao Lehong

Industry Selection and Location Distribution in Undertaking Industrial Gradient Transfer .. 141
Hu Dan, Yan Jingdong

Can 3G Benefit Chinese Farmer? A Fieldwork on Rural Telecommunication ................................. 149
Peng Ying, Mo Ling, Xu Congxiang

The Comparison between Industrial and Agricultural Losses Listed Company on Earnings Management Tools Preferred .......................................................................................................................... 154
Chen Guo, Hongbo Du

Study on Scale Disparity and Coordinated Development of Regional Tourism Economies..... 160
Yin Changfeng

A Method of Identifying Enterprises’ Core Competencies Based on Artificial Neural Network ................................. 168
Hu Dali

Empirical Study on Distribution Features of Affective Factors and Their Influences on Academic Performance of English Majors .................................................................................................. 177
TU Chao-lian

An Empirical Study on The Competitiveness Assessment of China’s Hi-Tech Companies ...... 184
Chen Ruisan, Xiang Yinghui

M&A Managerial Pattern And Competitive Advantages: The Moderation of Competitive Inertia ........................................................................................................................................... 193
Shenglei Pi, Cong Kuang, Hailin Lan

Volatility Analysis on Gold ETF Rate of Return Based on the GARCH Family Models ........... 202
Shuzhen Zhu, Wei Jia

Method of Identifying Key Quality Characteristics in Multistage Manufacturing Process Based on Variation Transmission Model ........................................................................................................... 208
WANG Ning, XU Ji-chao, YANG Jian-feng

The effects of Wetland Park Brand Image on Visitor Loyalty ......................................................... 215
Hong-Liang Qiu, Jun Fan, Xue-Fei Wu

The Study on the Expansion Orientation and the Development Strategy between Coastal Ports of Jiangsu and their Hinterlands with the Cooperation of Jiangsu and Taiwan in China .......... 223
Shu Huan, Yan Yufan

Analysis of Three-parties Game among the Food Enterprises, the Media and the Government on Food Safety ...................................................................................................................................... 231
Ma Ying, Lv Shouhui
Why do the Founders’ Internal Disputes Always Outbreak at a New Venture’s Growth Stage? 
Yanzhao Tang, Rongkuan Wang ........................................... 240

Risk Management and Decision of Electricity and Derivatives Trading for Power Companies 
HUO Xiaojiang, CHENG Hao, Zhang Fan, LIU Zhongjing, LUO Yunfeng ........................................... 247

Empirical Analysis of Network Characteristics of Wiki Knowledge Network-From the Perspective of Knowledge Collaboration 
Pan Xiwei, Yang Yi, Wang Shixiong, Zhang Yinghua ............................................................. 255

The Performance of In-house Consumer Medical Device Firm in Taiwan Stock Exchange 
Jiung-Bin Chin, Mu-Chen Wu, Mei-Yu Liu, Yuh-Pying Tseng .................................................... 263

Exploring Relevance of Reliability in Interorganizational Information Systems and Sustainable Supply Chain Management 
LIU ZhenYu, ZHUANG WeiQing ............................................................. 270

Personalized Recommendation System Modeling in Semantic Web 
Xiangwei Mu, Yan Chen, Yan Cao, Yan Li ............................................................. 278

Enterprise Energy Saving and Emission Reduction Project Quality Analysis Based on System Dynamics 
Qiang Rui, Liao Qian, Wu Jin-quan ............................................................. 285

Discussion on Influencing Factors of Front-line Salespeople's Empowerment Readiness in Small and Medium-sized Enterprises 
Yilei Pei, Wanxin Xue, Qiuyan Tao, Yong Su ............................................................. 292

Impact of Enterprise Network on Innovation Performance: A Literature Review 
Jianzhuang ZHENG, Hua LI, Xiao YANG ............................................................. 299

Measuring Independent Innovation Ability of the Urban Enterprises In Central China 
Yuanhong Liu, Yubao Li ............................................................. 307

An Empirical Study on the Service of Community Sports with SERVQUAL-ake Shanghai as the example 
Hu Xiaohan, Fu Xu ............................................................. 314

Multi-objective Operation Model for Supply Chain with Uncertain Prices Based on Fuzzy Sets and Robust Optimization 
Jiawang Xu ............................................................. 320

HU Ping, GU Dong-xiao, GU Zuo-Zuo ............................................................. 328

Review on the Development and Research of Information Visualization 
Yiyang Fan, Wanling Ruan ............................................................. 335

The Study on the Relationship of Team Boundary Management, Cohesion and Effectiveness 
Shi Guanfeng, Wang Donghong, Tang Jie ............................................................. 344
How Does Chinese Trade Pattern in Goods Diverge from Equilibrium?
An Empirical Examination Using Data of 1987-2011
Yu Hong, Jialin Guan, Hongwei Su

Application of Grey System Theory in Decision-making on Construction Scheme of Shear Wall Formwork
Chen Manying, Gao Xuanneng

The Computer Simulation Modeling Study of Emergency Volunteers’ Demand Based on Community Emergency Units for Seismic Disaster
Fuping Yang, Ying Zhang

Property Right, Acquisitions and Corporate Performance
Dongqin Zha, Yang Shen

Cost-Benefit Analysis on Corporate Social Responsibility Based on the Perspective of Employees
Junheng ZHAN

Science and Technology Advancement of Traditional Industry Evaluation Based on Multi-hierarchy Fuzzy Method
Rongping Li, Shaohui Dong, Lina Tian

Tickets Pricing Policy for single-fare Airline Considering Swapping Applications
Fengchao Wang, Cui Li

Some Weighted Dominant Ranking Functions on Intuitionistic Fuzzy Sets with Double Parameters and Their Applications to Dynamic Multiple Attribute Decision Making
Zhenhua Zhang, Jingyu Yang, Youpei Ye, Yong Hu, Qiansheng Zhang

A Study of E-Commerce System Audit
Hongming Chen, Ke Zheng

Sales Forecasting and Dynamic Pricing for ‘Clicks-and-Aortar’ Firms
Wu Di, Li Sujian, Li Haitao

A Research on Cloud Services Platform Development and Application in the Express Logistics Enterprise
Pang Jinrong, Xu Jianguo, Yuan Chunhui, Han Lei

An Application Research on the WF-MIS Development Tools Integrated in a Large Hospital System
Yang Guojian, Zheng Ying, Wang Gang

Game Analysis on the Coal-Electricity Price Linkage
Jiang Wenjun, Liu Aijun, Yan Jingdong

Establish the Subject Librarian System and Deepen the Librarian Information Services
Ling Liu

The Operating Performance Analysis on Listed Companies of Liquor-making Industry Based on Factor Analysis and Cluster Analysis
Hongming Chen, Lili Zeng
Doctors’ Human Capital, Turnover Rate and Turnover Tendency - Empirical Analysis of Zhejiang XX Hospital
Hu Leifang, Lu Wencong

Research on the Measuring Methods of Person-Post Matching and Its Application Significance in Organizations
Xin Wen, 2Miao Yang, Mengyao Cheng

Models for On-line Multi-unit Multi-attribute Reverse Auctions
Lili Ding, Wanglin Kang, Xinmin Liu

R&D Strategies and Profit Sharing Mechanism in Vertical R&D Cooperation
Li Gang

The Analysis on the Production and Trade of China’s Soybean
Tianbao Guo, Ke Li

Research on an Overlay Algorithm for Base Station in a City
Wang Bo, Zhenjiang Zhang, Yun Liu, Xianwu Gao

The Non-equidistant New Information Optimum Model MGRM (1, n) Based on Vector Continued Fractions Theory and Accumulated Generating Operation of Reciprocal Number
Youxin LUO

The Study on Enterprise Cross-cultural Management Strategic based on Cultural Distinctions
NI Donghui, CHENG Shuqin

< PART 3>

The Preparation of Aspirin Catalyzed by Tungstophosphoric Heteropoly Acid Supported on Activated Carbon
Donglin Cao, Changlin Shi, Shiling Liu

Applying a Hybrid Data Envelopment Analysis Approach to Construct an Intelligent Stock Trading System
Ling-Jing Kao

Analysis on the Pattern of Outsourcing in Manufacture Enterprises based on DS Theory
Gu Wei, Hu Rui

Research on the Node of Dynamic Monitoring the Environmental Factors of Paphiopedilum Armeniacum Based on GPRS1
Danjuan Liu, Jiang Xiao

An Multiple Attributive Group Decision Making Method for Knowledge Management Solution Selection Based on Evidential Reasoning Method Under Linguistic Settings
Ming Li, Chen Yu, Zhengwei Ma
The Threshold Hypothesis in Computer Aided English Language Attrition of Proficiency
Yu Zhonggen, Chang Liu

Study on Risk Evaluation of Green Marketing Based on Fuzzy Analytic Hierarchy Process
Tian Chun-Lai

Research and Design of Multi-focus Image Acquisition System
Tao Ji, Wencheng Wang, Fengnian Guan, Qianqian Yuan

Study on the Dye Wastewater Degradation Using Immobilized Cu (II) Activated Carbon as Catalyst
Li Xiao-yan, Chen Yu-xing, Hu Hong-wei

Recommendation Framework for Security Level of Emerging IT Infrastructures
Sangkyun KIM

Flow Fair Scheduling Algorithm under the Centralized Scheduling Mechanism
Yin Zhou Ping

Experimental Study of Self-stressing of Self-compacting Concrete Filled Steel Tubular Short Columns
Xiong Rui, LU Zhean, REN Zhigang, Xu Changwu

Information Technology in Civil Engineering Management
She Ziying

Surface-Enhanced Raman Scattering Spectroscopy Based on Electrostatically Assisted PAMAM-Functionalized Surface-Assembly of Gold Nanoparticles
Sang Yanxia, Zhou Tianhong, He Yan, Chen Qiang

Field Study of Horyuji Temple Treasure House and Engineering Practice to Explore Oriental Architecture
Li Jinqi, Yan Jianwei

Study on Migration Model of Petroleum Pollutant in Soil
Yuquan Sang, Jingtang Zheng, Xiaolei Ma

College Students' Network Political Participation Path Optimization Based on Statistical Analyses
Zhang Xuexia

Architecture and Implement for the Real Estate Surveying Business System
Maolin Wang, Aijun Xu

On-line Calibration of Gyro in SINS/CNS Integrated Navigation System
Sun Feng, He Dongxu, Jia Heming, Mu Hongwei

Research on Evaluation of Project Management Maturity Model Based on BP Neural Network
Yang Liu, Dequan Zheng, Enyan Wang
Research on the Tuition Standards of Higher Education .......................................................... 702
HE Yong, HUANG Meifang

Urban Tourism Competitive Power Difference and Grey Relational Analysis on Influencing Factors of the Urban Agglomeration in Central Plain .......................................................... 712
Yang De-yun, Li Dong, Yang Xiang, Lian Chao

A New Unconditionally-secure Oblivious Polynomial Evaluation Protocol .......................... 720
WANG Jiang-an, WANG Qing-long

Inquiring The Potential Determinants of the “App” Economic Added Value On The Developed Investigation of Taiwanese ICT Market ............................................................ 726
Ming-Yuan Hsieh

Chinese Residential Buildings “aphasia” Enhancement .......................................................... 735
CHEN Rui, GAO Yu-bo

Using the Hybrid Neural Network Method to Recognize the Principles of Promoting High and New Technology Industry Alliances .............................................................. 743
Yigang Wang, Zhenhuan Jiang

A New R-tri-training Algorithm Based on Relational Nearest Neighbor Classifier with Prototype-dependent Weights .......................................................... 752
Yanjuan Li, Hongéc Ren

Empirical Analysis on Relationship Between Energy Efficiency and its Impact Factors in China With PCR Model .......................................................... 761
Weidong Li

Header Table Recursion Algorithm for Mining Frequent Patterns ........................................ 769
Tianjun LU, Si TIAN, Shui WANG

A New Security System Design Based on the Wireless Sensor Network ................................ 776
Zheng Jianguo, Liu Hualing, Sun Cihai

A Novel Geographic Forwarding Algorithm with Void Broadcast Scheme in Ad hoc and Sensor Networks .......................................................... 783
Qian Zhao, Liu Hongwei, Zuo Decheng, Yang Xiaozong

Application of FA and Multi-Layer RVM Classifier in Features Analysis of X-Ray Images .... 793
Liguo Zhang, Lei Wang

The Optimization Analysis of Cold Chain Logistics Distribution Route based on Particle Swarm Optimization (PSO) Algorithm .......................................................... 801
Wang Yachao