

## 2008 ICSS

April 17 - April 18, 2008, Friendship Hotel, Beijing, China

**April 17, 2008: Registration Desk is open from 8:00-8:30AM**

Time	Agenda	Venue	Speech	Speaker	Session Chair
8:30-9:00	Opening Ceremony	Main Track (Grand Hall, 2/F, Building 7)	Opening Address	Mr.Aihua Wu, Director, Division of Science and Engineering Education, Department of Higher Education, Ministry of Education	Xiaofei Xu, Professor, Harbin Institute of Technology
				Mr.Deyi Li, Director, the Department of Information and Science, National Science Foundation of China;	
				Dr.James Yeh, CTO of IBM Greater China Group	
				Mr.Shuguo Wang, President of Harbin Institute of Technology	
9:00-9:15	Group Photo				
9:15-10:00	Keynote Speech (1)	Main Track (Grand Hall, 2/F, Building 7)	SSME- Propelling the Modern Service Industry	Thomas Li, Director, IBM China Research Lab	Xiaofei Xu, Professor, Harbin Institute of Technology
10:00-10:45	Keynote Speech (2)		Mapping the Service Innovation Revolution.	Jai Menon, IBM Fellow, Vice President of Technical Strategy, Vice-Chair of IBM Academy of Technology	
10:45-11:00	Break				
11:00-12:30	Panel (1)	Main Track (Grand Hall, 2/F, Building 7)	How can SSME contribute to and benefit from the development of modern service industry?	Ying Chen, Cheng Yuan, Wei Zhang, Jin Dong, Wen Liu, Xu Yi Fan	Xiaofei Xu, Professor, Harbin Institute of Technology
12:30-13:30	Lunch	Buffee Restaurant of Friendship Palace			
<b>Parallel Session (1)</b>					
	Service Science Session1	Track 1 (No. 1 Meeting Room, 1/F, Building 8)	An Evolutionary Framework of Service Systems	Stephen Kwan	Wei Ding, Manager, IBM China Research Lab
			Service Architecture: High Level Descriptions of Service System	Zhongjie Wang	
			Service Capacity Models Under Time-Dependent Stochastic Demand With Substitution	Ge Mu	
			Improvement of Market Welfare with Service of Merchants	Linyan Lu	

13:30-15:00	Service Management Session1	Track 2 (No. 2 Meeting Room, 1/F, Building 8)	Efficient Solution for Customer Service System Based on Backward Method	Rongbo Zhu	Rongzeng Cao,Research Staff Member,IBM China Research Lab
			Research on Customer Rage in Failed Service Encounters	Zhi Lu	
			Study on Pricing Strategies of Web Services	Meiyun Zuo	
			Conjoint Revenue Optimzation for Airline and Hotel	Sheng Wu	
	Service Engineering Session1	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	An Information Theoretic Approach for Describing Supply Chain Network	Shixiong Wang	Bing Xie, Vice-director of the Software Institute, School of Electronic Engineering and Computer Science, Peking University
			The Formal Definition About Self-adaptive Classifier-Tree and Its Processing Evolution's Algorithm	Yuxia Lei	
			Towards Scalable Web Services Retrieval	Hao Wu	
	Industry Practice Session1	Track 4 (No. 3 Meeting Room, 1/F, Building 8)	Self-Service: Lessons From Industry	Jakita O. Thomas	Ying Chen,Senior Manager,China Research Lab
			The Use of Information Systems for Supply Chain Management in North East China: Current Status and Future Direction	Xin Zhang	
			E-Service Transformation and Innovation – A Study for e-Service Attributes' Attraction under Different Community Structures	Yanlin Fei,	
			Service Chain Design in the Urban Pipe Network System	Suping Lin	
	15:00-15:30	Break			
Parallel Session (2)					
	Service Science Session 2	Track 1 (No. 1 Meeting Room, 1/F, Building 8)	Activity Theory as Theoretical Framework to Understand Service Design	Lorna Uden	Jie Zhou, Professor, Director of Research Center of Modern Service Science, Tsinghua University
			Virtual Economy Monitoring And Adjustment In 3D Virtual World	Baohua Cao	
			The Design and Implementation of SOA-based Integrative Tools for Network Analysis and Visualization	Ran Bi	

15:30-17:00	Service Management Session 2	Track 2 (No. 2 Meeting Room, 1/F, Building 8)	Is Relationship Distance Really Matter in Relationship Quality and Relationship Performance: The Moderating Effects of Relationship Risk and Involvement	Jay M. Wu	Stephen Kwan, Professor, College of Business, San Jose State University
			A Meta-Analysis of the Relationship between Service Quality and Customer Purchase Intention	Huarui Cao	
			Immune Quantum Swarm Optimization for Permutation Scheduling	Shoubao Su	
	Service Engineering Session 2	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	An Investigation of Hosted Tools for Web Application Delivery	Hai qi Liang	Frank Tung, Chairman of Department of Service Science and Engineering, School of Software and Microelectronics, Peking University
			Design and Implementation of a Grid Service Security Access Platform Based on GSI	Jie Jiang	
			Stability Analysis of Mobile Micropayment Service System	Limin Fan	
	Service Education Session 1	Track 4 (No. 3 Meeting Room, 1/F, Building 8)	The Evolution of Services Management in Latin America: Service Science Education and Curricula Design in Mexico	Javier Reynoso	Jae H. Min, Professor, Sogang University in Seoul
			Towards the Success of SSME Education	Jianhua Chen	
			A SOA-Based Heterogeneous Business System Information Integration and Intelligent Serving Framework	Yanni Yuan	
17:00-17:15	Break				
18:00	Banquet	Jufuyuan Restaurant of Friendship Palace			

## April 18, 2008

Time	Agenda	Venue	Speech	Speaker	Session Chair
8:30-9:15	Keynote Speech (3)	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	Bridging the World of Service Value Network Analysis and Business Process Management	Christos Nikolaou, Professor, Computer Science department, Uni of Crete	

9:15-10:45	Panel (2)	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	How can the collaboration between academic community and industrial community help to develop SSME curriculum and education on the demand from society?	Frank Tung, Ai Hua Wu, De Ren Chen, Matti Hämäläinen , Hao Chen, Alice Liu	Hui Su, Senior Manager, IBM Research Lab
10:45-11:00	Break				
Parallel Session (3)					
11:00-12:30	Service Science Session3	Track 1 (No. 1 Meeting Room, 1/F, Building 8)	Research on the Constructing Methodology of Service Ecosystem	Jie Hou	Ruixin Yuan, Tsinghua University, China
			Analysis and Improvement in Supermarket Service Mode	Yule Chen	
			Pattern based Enterprise Collaboration Process Modeling in SOA environment	Huiping Lin	
	Service Management Session3	Track 2 (No. 2 Meeting Room, 1/F, Building 8)	Comparing IT Service Management between Japanese and US Firms	Kazuyuki Motohashi	Hao Wang, Manager, IBM China Research Lab
			Simulating the Effect of Team Management on its Performance	Chao Yang	
			Analysis of Factors Influencing the Adoption and Diffusion of Web Services	Meiyun Zuo	
	Service Engineering Session3	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	Composite Service Selection based on Service Execution Sequential Patterns	Xianing Zhang	Zhongjie Wang, Associate Professor, School of Computer Science and Technology, Harbin Institute of Technology
			A PI-Calculus Based Formal Description for Orchestration/BPEL 2.0 Processes	Chang Yang	
			A Business Services based Approach for Deploying SOA in Scientific Information Integration	Jing Chen	
	Service Engineering Session4	Track 4 (No. 3 Meeting Room, 1/F, Building 8)	Web Service Substitutability Mining towards Business Flow	Weijie Wei	Wei Ping Li, Associate Professor, Deputy Chair of Department of Service Science and Engineering, the School of Software and Microelectronics, Peking University
			A QFD Approach for Service Quality Design	Shu Liu	
			SLA-based Service Recommendation Model	Chi-Hung Chi	
12:30-13:30	Lunch	Buffee Restaurant of Friendship Palace	Collaborative Simulation on the Service-oriented Manufacturing Gird	Lei Wu	

Parallel Session (4)					
13:30-15:00	Service Science Session4	Track 1 (No. 1 Meeting Room, 1/F, Building 8)	The Construction of Digital Educational Resources Supermarket	Zhao Ling	Hao Wang, Manager, IBM China Research Lab
			3D Visualization Service for GIS Based Pipe Network System	Min Shi	
			SCA based Digital Product Exchange Platform Design	Fan Wang	
	Industry Practice Session2	Track 2 (No. 2 Meeting Room, 1/F, Building 8)	An Adaptive Web Front-end for SaaS Customer Relationship Management	Jie Cui	Xiaoling Zheng, Associate Professor, Zhejiang University
			SCS: A Case Study on Service Composition in Automobile Supply Chain	Tong Mo	
			Study on Customer Relationship Management Based on Mobile Services	Yi Lei	
			An Evaluation of the Service Quality of Airline	Chien-Chang Chou	
	Service Engineering Session5	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	Probabilistic Support Vector Machine Output Adjusting for Sampling Bias	Chunyu Yang	Jun Zhu, Manager, IBM China Research Lab
			Process-Aware Service Composition and Optimal Selection	Ping Sun	
			Dynamically Integrating Services Using Ontology	Bing Li	
			A Concern-Based Approach for Model-Driven Business Integration	Haiqi Liang	
	Service Engineering Session6	Track 4 (No. 3 Meeting Room, 1/F, Building 8)	Using WS-Atomic Transaction to Integrate and Synchronize Distributed Transactions in Modern and Legacy Systems	Xianing Zhang	Hui-I Hsiao, Chief Scientist of Information Management, Deputy Director, IBM China Research Lab
			A Framework for Modeling and Evaluating e-business Trust Using Fuzzy Cognitive Maps	Yanchun Zhu	
			Case Study: CFI-enabled Application Development Leveraging Community Resource	Ying Liu	
			Identity-Based Threshold Delegable Signature Without Random Oracles	Fuchun Guo	
	15:00-15:30	Break			
Parallel Session (5)					

15:30-17:00	Service Science Session5	Track 1 (No. 1 Meeting Room, 1/F, Building 8)	Towards a Taxonomy of Software Service Meanings	Aku Valtakoski	Chen Zhao, Manager,IBM China Research Lab	
			The Study on formation Mechanism of Relation Disruption Risk in Supply Chain:Based on the Game Analysis of Partner's Default Process	ChunJuan Zhai		
			The Analysis of the Theoretical Foundation of Information Service: A Hermeneutic Approach	Sufen Wang		
			A Reference Service Description Framework	Li Zhang		
	Service Management Session4	Track 2 (No. 2 Meeting Room, 1/F, Building 8)	Methodological analysis of ICT value in services activities	Thierry Bouron	Xiucheng Fan, Professor,Director of the Center for Service Marketing and Management at School of Management, Fudan University.	
			Relative Economic Effects of Tangible Capital and Intangible Capital in Knowledge Intensive Business Services	Chun-Yao Tseng		
			How Can E-service Enhance the Competitiveness: A Perspective on Service Convenience	Huhong Ping		
			Convergence in Manufacture and Service Sector----- Empirical Research at Chinese City Level	Guang Yang		
	Service Engineering Session7	Track 3 (No. 5 Meeting Room, 1/F, Building 8)	Service Event-Driven Process Chain (S-EPC) methodology for Supply Chain Management System	Danish Irfan	Raymund J. Lin,Section Manager, Service Science at III-IDEAS's Service Innovation Center	
			Performing Unit Testing Based on Testing As a Service (TaaS) Approach	Lian Yu		
			EX_QoS Driven Service Selection with Global Optimization in Decentralized Service Composition	Lei Yang		
	17:00 -17:30	Closing & Awarding Ceremony	Track 3 (No. 5 Meeting Room, 1/F, Building 8)			Hui Su, Senior Manager, IBM Research Lab