



# 2024国际数智管理与创新大会

## 暨第十届电子商务与物流协同创新发展国际研讨会

2024 International Conference on Digital Intelligence Management and Innovation  
& 10th International Conference on Innovative Development of E-commerce and Logistics

### 会议日程

CONFERENCE PROGRAM

🕒 会议时间：2024年11月29日-12月1日  
Time: November 29-December 1, 2024

📍 会议地点：郑州华智酒店三楼华夏厅（郑州市科学大道97号）  
Venue: Zhengzhou Huawise Hotel (No. 97 Kexue Avenue, Zhenzhou)

#### 2024年11月29日（周五）/November 29, 2024 (Friday)

14:00-17:00 参会人员报到/Registration

#### 2024年11月30日（周六）/November 30, 2024 (Saturday)

08:30-08:35	<b>会议开幕/Opening Ceremony</b> 主持人：王淑英，郑州大学管理学院党委书记，教授，博士生导师/Moderator: Shuying Wang, Secretary of Party Committee, Professor, Doctoral Supervisor of School of Management, Zhengzhou University
08:35-08:40	<b>开幕致辞一/Opening Speech:</b> 陈曦，郑州大学党委常委、纪委书记/Xi Chen, Secretary of Party Committee, Secretary of the Discipline Inspection Commission, Zhengzhou University
08:40-08:45	<b>开幕致辞二/Opening Speech:</b> Yichuan Wang, 英国谢菲尔德大学健康创新中心主任/Yichuan Wang, Director of the Centre for Health Innovation of, Sheffield University, UK
08:45-08:55	<b>会议合照/Group Photo</b>
08:55-09:30	<b>主题报告1:</b> Samuel Fosso Wamba, 法国图卢兹商学院教授、学术副院长/Keynote Speaker 1: Samuel Fosso Wamba, Professor, Toulouse Business School, France 报告题目：探索人工智能(AI)和生成式人工智能(Gen-AI)在运营管理能力:从文献计量分析到实证研究/Exploring Artificial intelligence (AI) and Generative AI (Gen-AI) Capabilities in Operations Management: Going from a bibliometric analysis to Empirical Studies
09:30-10:05	<b>主题报告2:</b> 金旭，中国国际贸易学会会长/Keynote Speaker 2: Xu Jin, President, China Association of International Trade 报告题目：面向新世界，开辟新局面/Speech Title: Facing a New World and Creating a New Situation
10:05-10:40	<b>主题报告3:</b> Victor Shi, 加拿大劳瑞尔大学教授/Keynote Speaker 3: Victor Shi, Professor, Wilfrid Laurier University, Canada 报告题目：竞争供应链中的供应链结构和区块链部署/Speech Title: Supply Chain Structure and Blockchain Deployment in Competing Supply Chains
10:40-11:00	<b>茶歇/Break</b>
11:00-11:35	<b>主题报告4:</b> Tariq H. Malik, 辽宁大学教授/Keynote Speaker 4: Tariq H. Malik, Professor, Liaoning University, China 报告题目：中国ICT及半导体行业中小企业生存态势：分析视角/Speech Title: Survival Dynamics of SMEs in China's ICT and Semiconductor Industries: An Analytical Perspective
11:35-11:50	<b>主题报告5:</b> 翟运开，郑州大学管理学院院长/Keynote Speaker 5: Yunkai Zhai, Professor, Zhengzhou University, China 报告题目：跨境电商产业带调研报告/Speech Title: Cross-border E-commerce Industry Belt Research Report
11:50-14:00	<b>午餐及午休/Lunch   Break</b>

#### 分会场1(主持人：姜红丙)：数智管理科学【郑州大学1号楼109室】

Session 1(Moderator: Hongbing Jiang): Digital Management Science [Venue: Room 109, 1st Floor, Building 1, Zhengzhou University]

14:00-14:30	<b>主题报告1:</b> Yichuan Wang, 英国谢菲尔德大学健康创新中心主任/Invited Speaker 1: Yichuan Wang, Director of the Centre for Health Innovation of, Sheffield University, UK 报告题目：利用客制化的大语言模型解决线上差评: 理论驱动的设计科学方法/Speech Title: Customizing Large Language Model to Address Online Negative Reviews: A Theory-Driven Design Science Approach
14:30-15:00	<b>主题报告2:</b> 储节旺，安徽大学教授/Invited Speaker 2: Jiewang Chu, Professor, Anhui University 报告题目：AIGC对信息生成方式及用户信息行为的影响/Speech Title: The Impact of AIGC on Information Generation Methods and User Information Behavior
15:00-15:20	<b>茶歇/Break</b>
15:20-15:50	<b>主题报告3:</b> 叶雨潇，天津大学副教授/Invited Speaker 3: Yuxiao Ye, Associate Professor, Tianjin University 报告题目：A利用透明的力量：IT 监控对球员伤病的影响/Speech Title: Harnessing the Power of Transparency: Impact of IT Monitoring on Player Injury
15:50-16:05	<b>口头汇报1:</b> 陈宁，郑州大学/Oral Presentation 1: Ning Chen, Zhengzhou University 报告题目：基于命名实体识别的数字化企业多场景用户体验分析/Speech Title: Multi-scenario User Experience Analysis Based on Named Entity Recognition for Digital Enterprises
16:05-16:20	<b>口头汇报2:</b> 许佳佳，郑州大学/Oral Presentation 2: JiaJia Xu, Zhengzhou University 报告题目：中国物流业绿色全要素生产率的动态演化及其趋同/Speech Title: The Dynamic Evolution of Green Total Factor Productivity in China's Logistics Industry and Its Convergence



16:20-16:35	<b>口头汇报3:</b> 吕晓惠, 郑州大学/Oral Presentation 3: Xiaohui Lv, Zhengzhou University 报告题目: 基于Bertopic模型的黄河流域旅游新闻主题演化研究/Speech Title: Research on the Evolution of Tourism News Topics in the Yellow River Basin Based on Bertopic Model
16:35-16:50	<b>口头汇报4:</b> 马燕舞, 中华女子学院/Oral Presentation 4: Yanwu Ma, China Women's University 报告题目: 家庭理财教育必要性与发展路径分析/Speech Title: Analysis of the Necessity and Development Path of Family Financial Education
<b>分会场2(主持人: 张炎亮): 管理创新【郑州大学1号楼212室】</b> Session 2(Moderator: Yanliang Zhang): Management Innovation 【Venue: Room 212, 2nd Floor, Building 1, Zhengzhou University】	
14:00-14:30	<b>主题报告1:</b> 葛宝山, 吉林大学教授/Invited Speaker 1: Baoshan Ge, Professor, Jilin University 报告题目: AI嵌入的创业模型构建/Speech Title: AI-embedded Entrepreneurial Model Construction
14:30-15:00	<b>主题报告2:</b> 朱秀梅, 广东工业大学教授/Invited Speaker 2: Xiumei Zhu, Professor, Guangdong University of Technology 报告题目: 数据平台生态系统数商生态共演机制/Speech Title: Data Platform Ecosystem and Digital Business Ecosystem Co-evolution Mechanism
15:00-15:20	茶歇/Break
15:20-15:50	<b>主题报告3:</b> 李尽法, 郑州大学教授/Invited Speaker 3: Jinfa Li, Professor, Zhengzhou University 报告题目: 企业高效创新的系统工程模型/Speech Title: System Engineering Model for Efficient and Innovative Enterprises
15:50-16:20	<b>主题报告4:</b> 刘月, 郑州大学管理学院创新创业方法与管理研究所所长/Invited Speaker 4: Yue Liu, Director of the Institute of Innovation and Entrepreneurship Methods and Management, Zhengzhou University 报告题目: 不同角色, 不同举措: 通过多方价值共创在工业互联网平台传播电子口碑传播/Speech Title: Different roles, different strokes: Disseminating e-WOM in industrial Internet platform through multi-actor value co-creation
16:20-16:35	<b>口头汇报1:</b> 钱杨, 安徽三联学院/Oral Presentation 1: Yang Qian, Anhui Sanlian University 报告题目: 分布式领导、协作管理策略和中国大学的创新/Speech Title: Distributed Leadership, Collaborative Management Strategies, and Innovation in Chinese Universities
16:35-16:50	<b>口头汇报2:</b> 梁顺行, 郑州大学/Oral Presentation 2: Shunxing Liang, Zhengzhou University 报告题目: 基于混合粒子群算法的秸秆回收中心选址与路径规划研究/Speech Title: Research on Site Selection and Path Planning for Straw Recycling Centers Based on a Mixed Particle Swarm Algorithm
<b>分会场3(主持人: 朱美光): 电子商务【郑州大学1号楼319室】</b> Session 3(Moderator: Guangmei Zhu): E-commerce 【Venue: Room 319, 3rd Floor, Building 1, Zhengzhou University】	
14:00-14:30	<b>主题报告1:</b> 王丹丹, 河南科技大学教授/Invited Speaker 1: Dandan Wang, Professor, Henan University of Science and Technology 报告题目: 健康医疗数据开放利用中的信任构建/Speech Title: Trust Building in the Open Use of Health and Medical Data
14:30-15:00	<b>主题报告2:</b> 王鹏, 西北工业大学副教授/Invited Speaker 2: Peng Wang, Associate Professor, Northwestern Polytechnical University 报告题目: 制造商何时应使用电子商务平台的物联网基础设施或自行构建? 消费者隐私问题的作用/Speech Title: When Should a Manufacturer Use E-commerce Platform's IoT Infrastructure or Build Its Own? The Role of Consumer Privacy Concern
15:00-15:20	茶歇/Break
15:20-15:50	<b>主题报告3:</b> 雷兵, 河南工业大学教授/Invited Speaker 3: Bing Lei, Professor, Henan University of Technology 报告题目: 跨境B2C出口发展现状与趋势/Speech Title: Current Status and Trends of Cross-border B2C Export Development
15:50-16:20	<b>主题报告4:</b> 侯婷婷, 郑州大学副教授/Invited Speaker 4: Tingting Hou, Associate Professor, Zhengzhou University 报告题目: IT 驱动的共享经济中互联网出租车司机工作投入的混合方法研究/Speech Title: When carrots and sticks meet: A mixed-methods study on internet taxi drivers' job engagement in the IT-driven sharing economy
16:20-16:35	<b>口头汇报1:</b> 何博, 郑州大学/Oral Presentation 1: Bo He, Zhengzhou University 报告题目: 基于变体k均值聚类算法的SOV与STB两阶段路径规划/Speech Title: Two-stage Path Planning of SOV and STB Based on the Variant K-means Clustering Algorithm
16:35-16:50	<b>口头汇报2:</b> 杨永香, 郑州大学/Oral Presentation 2: Yongxiang Yang, Zhengzhou University 报告题目: 社交电商环境下顾客忠诚度影响因素/Speech Title: Factors Influencing Customer Loyalty in the Social E-commerce Environment
<b>分会场4(主持人: 刘会新 ): 物流与供应链管理【郑州大学1号楼407室】</b> Session 4(Moderator: Huixin Liu): Logistics and Supply Chain Management 【Venue: Room 407, 4th Floor, Building 1, Zhengzhou University】	
14:00-14:30	<b>主题报告1:</b> 刘仕强, 福州大学教授/Invited Speaker 1: Shiqiang Liu, Professor, Fuzhou University, China 报告题目: 面向煤炭开采点的可持续港口码头的需求响应型两级装配库存管理模型/Speech Title: A demand-responsive two-echelon assembly inventory management model for a sustainable port terminal with coal mining sites
14:30-15:00	<b>主题报告2:</b> 郑倩倩, 郑州大学直聘副研究员/Invited Speaker 2: Qianqian Zheng, Directly-appointed Researcher, Zhengzhou University 报告题目: 三峡枢纽通航作业的多目标调度优化研究/Speech Title: Research on Multi-objective Scheduling Optimization of Navigation Operations in the Three Gorges Hub
15:00-15:20	茶歇/Break
15:20-15:50	<b>主题报告3:</b> 李梦丽, 郑州大学博士/Invited Speaker 3: Mengli Li, PhD, Zhengzhou University 报告题目: 存在第三方二手平台竞争下的官方二手渠道引入策略研究/Speech Title: Research on the introduction strategy of official second-hand channels under the competition of third-party second-hand platforms
15:50-16:05	<b>口头汇报1:</b> 马赟涛, 郑州大学/Oral Presentation 1: Yuntao Ma, Zhengzhou University 报告题目: 同城物流配送下众包物流平台和传统物流企业竞争与合作研究/Speech Title: Research on Competition and Cooperation between Crowdsourcing Logistics Platforms and Traditional Logistics Companies in Intra-city Logistics Distribution
16:05-16:20	<b>口头汇报2:</b> 李少伊, 郑州大学/Oral Presentation 2: Shaoyi Li, Zhengzhou University 报告题目: 多源流理论视角下的产业链安全政策变革、动因与方向/Speech Title: Changes, Motivations and Directions of Industrial Chain Security Policies in the Perspective of Multiple Streams Theory
16:20-16:35	<b>口头汇报3:</b> 叶勇铭, 郑州大学/Oral Presentation 3: Yongming Ye, Zhengzhou University 报告题目: 河南省制造业数字化发展质量研究/Speech Title: Research on the Quality of Digital Development in Henan Province's Manufacturing Industry
16:35-16:50	<b>口头汇报4:</b> 余子乐, 郑州大学/Oral Presentation 4: Zile Yu, Zhengzhou University 报告题目: 中国省区数字经济与新优质生产力耦合协调研究/Speech Title: Research on the Coupling and Coordination of Digital Economy and New Quality Productivity in Chinese Provinces
16:50	闭幕仪式/Closing Ceremony