

会议日程 | CONFERENCE PROGRAM

2024年11月29日-12月1日 | 中国-河南省-郑州市
November 29-December 1, 2024 | Zhengzhou, China



DIMI & ICIDEL2024

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

► 指导单位：

中国系统工程学会物流系统工程专业委员会
中国国际贸易学会跨境电商与物流专业委员会

► 承办单位：

郑州大学管理学院
英国谢菲尔德大学管理学院

► 主办单位：

郑州大学
英国谢菲尔德大学
中国信息经济学会产业数智化变革和创新管理专委会

► 协办单位：

河南电子商务与物流协同发展研究院
河南省智能健康信息系统国际联合实验室
河南省“一带一路”跨境电商与多式联运协同技术工程研究中心
郑州大学跨境电子商务培训孵化基地
智能医联网关键技术河南省杰出外籍科学家工作室
微研学术



目 录

◆ 大会简介	01
◆ 大会组织机构	03
指导单位	03
主办单位	03
承办单位	03
协办单位	03
大会主席	04
联席主席	04
技术委员会主席	05
◆ 报告嘉宾	11
◆ 会议日程	30

INDEX

◆ Conference Introduction

◆ Organization

Advisor

Host

Organizer

Co-organizer

General Chair

Co-Chair

Technical Committee Chair

◆ Invited Speakers

◆ Program

02

07

07

07

07

07

08

08

09

18

34

会议简介

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（DIMI & ICIDEL2024）将于2024年11月29日-12月1日在郑州华智酒店召开。

在中国系统工程学会物流系统工程专业委员会和中国国际贸易学会跨境电商与物流专业委员会指导下，本届大会由郑州大学，英国谢菲尔德大学和中国信息经济学会产业数智化变革和创新管理专委会主办，郑州大学管理学院和谢菲尔德大学管理学院承办，并获得河南电子商务与物流协同创新发展研究院、河南省智能健康信息系统国际联合实验室、河南省“一带一路”跨境电商与多式联运协同技术工程研究中心、郑州大学跨境电子商务培训孵化基地、智能医联网关键技术河南省杰出外籍科学家工作室、微研学术等多家单位共同协办支持。

本届大会以“数智管理与创新”为主题，广泛邀请全世界相关领域的专家学者，深入探讨在数智时代新格局下，如何全面提升管理与创新水平，挖掘优秀创新实践方法及经验，深化数智融合应用，加快发展新质生产力，以有效应对挑战，充分把握新时代发展机遇。探讨方向包括但不限于数智管理科学、管理创新、电子商务、物流工程与供应链管理、产业数字化变革等。

Conference Introduction

2024 International Conference on Digital Intelligence Management and Innovation & 10th International Conference on Innovative Development of E-commerce and Logistics (DIMI & ICIDEL2024) will be held during November 29–December 1, 2024 in Zhengzhou, China.

DIMI & ICIDEL2024 will be hosted by Zhengzhou University, University of Sheffield and China Information Economics Association Industrial Data Intelligent Change and Innovation Management Committee. With the theme of “Digital Intelligence Management and Innovation”, experts and scholars in relevant fields from all over the world are invited to deeply discuss how to comprehensively improve the level of management and innovation under the new pattern of the digital intelligence era, explore excellent innovative practice methods and experience, deepen the integration and application of digital intelligence, and accelerate the development of new quality productivity, so as to effectively respond to challenges and fully grasp the development opportunities in the new era. Topics of discussion include but are not limited to digital intelligence management science, management innovation, e-commerce, logistics engineering and supply chain management, industrial digital transformation, etc.

组织机构

指导单位

中国系统工程学会物流系统工程专业委员会
中国国际贸易学会跨境电商与物流专业委员会

主办单位

郑州大学
英国谢菲尔德大学
中国信息经济学会产业数智化变革和创新管理专委会

承办单位

郑州大学管理学院
英国谢菲尔德大学管理学院

协办单位

河南电子商务与物流协同创新发展研究院
河南省智能健康信息系统国际联合实验室
河南省“一带一路”跨境电商与多式联运协同技术工程研究中心
郑州大学跨境电子商务培训孵化基地
智能医联网关键技术河南省杰出外籍科学家工作室
微研学术

大会主席



翟运开，郑州大学管理学院院长

翟运开，郑州大学管理学院院长，教授、博士生导师，主要从事产业数智化转型、大健康信息化、科技创新管理等领域的研究。是宝钢优秀教师、中原科技创新领军人才、河南省高层次人才、河南省高校科技创新团队首席专家、河南省技术标兵/教学标兵、河南省教学技能竞赛特等奖、河南省五一劳动奖章、郑州大学首届青年教学名师等荣誉获得者。

兼任互联网医疗系统与应用国家工程实验室副主任、国家远程医疗中心副主任、中国信息经济学会理事、中国城市经济学会理事、中国卫生信息学会理事、工信部5G产业应用方阵副理事长等社会职务。河南省《管理研究方法论》研究生核心课程、《大数据技术与管理决策》线上精品课程（本科）等建设项目负责人，获省部级科技奖一等奖2项、二等奖4项，省优秀教材二等奖1项，参编国家行业标准、团体标准10余项。

联席主席



Álvaro Rocha，葡萄牙里斯本大学荣誉教授

Álvaro Rocha教授拥有信息科学理学博士学位、信息系统和技术博士学位、信息管理硕士学位和计算机科学学士学位。他是里斯本大学ISEG的信息系统教授、ADVANCE（ISEG高级管理研究中心）的研究员，也是LIACC（人工智能和计算机科学实验室）和CINTESIS（卫生技术和信息系统研究中心）的合作研究员。他也是IEEE葡萄牙分会系统、人与控制论协会分会的副主席，以及两本Scopus和SCIMago期刊的创始人和主编。此外，他还曾担任欧盟委员会“地平线2020”计划专家副主席，以及COST（欧洲科学技术合作政府间框架）、欧盟委员会“地平线欧洲”计划、意大利政府大学和研究部、拉脱维亚政府财政部、墨西哥政府国家科学技术委员会、波兰政府国家科学中心和塞浦路斯政府研究与创新基金会的专家。

技术委员会主席



Ian Phau，澳大利亚科廷大学杰出教授

Ian Phau是澳大利亚科廷大学管理与市场营销学院杰出教授。他还是奢侈品品牌研究集群的主任。他在众多行业领域继续保持着高水准的形象，他丰富的行业和研究专业知识为他带来了巨大的成功。

他的研究重点是国家形象、奢侈品品牌、品牌假冒和盗版、豪华旅行和酒店业以及豪华体验和幸福感。他的出版物发表在《商业研究杂志》、《广告杂志》、《广告研究杂志》、《欧洲营销杂志》、《零售和消费者服务杂志》、《品牌管理与心理学和营销杂志》、《旅游管理》等杂志上。他目前是《亚太营销与物流杂志》（Emerald）的主编。随后，他因在2007年为《亚太市场营销与物流杂志》所做的杰出编辑工作而荣获Emerald Literati Network杰出奖——首席编辑奖。

技术委员会成员

Alessio Ishizaka, NEOMA Business School, France

Anand Nayyar, Duy Tan University, Vietnam

Angela Lee Siew Hoong, Sunway University, Malaysia

Csiszárík-Kocsir Ágnes, Óbuda University, Hungary

Daniela Litan, Hyperion University, Romania

Dejan Miljenović, University of Rijeka, Croatia

Desireé Cranfield, Swansea University, UK

Duc Truong Pham, The University of Birmingham, UK

Elena García de Soto, University of Huelva, Spain

Eka devidze, International Black Sea University, Georgia

Faruk Şahin, Muğla Sıtkı Koçman University, Turkey

Francisco Javier Blanco Encomienda, University of Granada, Spain

Galina Ilieva, Plovdiv University Paisii Hilendarski, Bulgaria

Guoqing Zhao, Swansea University, UK

Guanming He, Durham University, UK
Hrushikesh Mallick, Centre for Development Studies, India
Jesus Gonzalez–Feliu, Excelia Business School, France
Joanna Stawska, University of Lodz, Poland
Kostas Vergidis, University of Macedonia, Greece
Manoj Kumar Paras, National Institute of Fashion Technology, India
Michele Fiorini, Leonardo S.p.A., Italy
Mirela Panait, Petroleum–Gas University of Ploiesti, Romania
Mosharrof Hosen, UCSI University, Malaysia
Nasser Abdullah, University of Vaasa, Finland
Robert Wu, University of Technology Sydney, Australia
Samuel Fosso Wamba, Toulouse Business School, France
Seppo Sirkemaa, University of Turku, Finland
Shawkat Rahman, Anglia Ruskin University, UK
Stefan Otto Grbenic, Graz University of Technology, Austria
Stefan Pickl, UniBw München, GermanySubodha Kumar, Temple University, USA
Tariq H. Malik, International Centre for Organisation & Innovation Studies, China
Tariq Tawfeeq Yousif Alabdullah, University of Basrah, Iraq
Wanwan Li, University of Tulsa, USA
Zoran Wittine, University of Zagreb, Croatia
Zorica Bogdanović, University of Belgrade, Serbia

Organization

Advisor

SESC Logistics Systems Engineering Technical Committee
China Association of International Trade Cross–Border E–commerce and Logistics Committee

Host

Zhengzhou University
University of Sheffield
China Information Economics Association Industrial Data Intelligent Change and Innovation Management Committee

Organizer

School of Management, Zhengzhou University
Management School, University of Sheffield

Co-organizer

Henan Institute of E–Business and Logistics
Henan International Joint Laboratory of Intelligent Health Information Systems
Henan “Belt and Road” Cross–border E–commerce and Multimodal Transport Col–laborative Technology Engineering Research Center
Zhengzhou University Cross–border E–commerce Incubation Base
Key Technology of Intelligent Medical Network Henan Outstanding Foreign Scientist Studio
We Research

General Chair



Yunkai Zhai, Dean of the School of Management , Professor, Zhengzhou University, China.

Yunkai Zhai, Dean of the School of Management at Zhengzhou University, Professor and Doctoral Supervisor, specialises in research in the fields of digital transformation of industries, big health informationisation, and science and technology innovation management. He is an exemplary teacher at Baosteel, a top talent in science and technology innovation in the Central Plains, a high-level expert in Henan Province, the chief expert of the science and technology innovation team of Henan universities, a technical model/teaching model in Henan Province, a special prize winner in the teaching skills competition in Henan Province, the May 1st Labor Medal of Henan Province, and the first young teaching master at Zhengzhou University. He also serves as the deputy director of the National Engineering Laboratory for Internet Medical Systems and Applications, the deputy director of the National Telemedicine Center of China, the director of the China Information Economics Society, the director of the China Society of Urban Economy, the director of the Chinese Health Information Association, and the vice chairman of the 5G Applications Industry Array of the Ministry of Industry and Information Technology of the People's Republic of China. He oversees the construction projects of the core graduate courses of "Research Methodology for Management" and the online boutique courses (undergraduate) of "Big Data Technology and Management Decision-making" in Henan Province. He has won two first prizes and four second prizes in provincial and ministerial science and technology awards, a second prize in the provincial excellent teaching materials, and has contributed to the development of over ten national and group industry standards.

Co-Chair



Álvaro Rocha, Honorary Professor, University of Lisbon, Portugal.

Álvaro Rocha holds the title of Honorary Professor, and holds a D.Sc. in Information Science, Ph.D. in Information Systems and Technologies, M.Sc. in Information Management, and BCs in Computer Science. He is also Vice-Chair of the IEEE Portugal Section Systems, Man, and Cybernetics Society Chapter, and Founder and Editor-in-Chief of two Scopus and SCIMago journals:

JISEM – Journal of Information Systems Engineering & Management; and RISTI – Revista Ibérica de Sistemas e Tecnologias de Informação. Additionally, he is the Scientific Manager of the Information Systems Engineering & Management book series (<https://shorturl.at/oyBKV>) at Springer-Verlag, the world's leading publisher of publications in Science, Technology and Health. Melhoria na página de docente. Moreover, he has served as Vice-Chair of Experts for the European Commission's Horizon 2020 Program, and as an Expert at the COST – inter-governmental framework for European Cooperation in Science and Technology, at the European Commission's Horizon Europe Program, at the Government of Italy's Ministry of Universities and Research, at the Government of Latvia's Ministry of Finance, at the Government of Mexico's National Council of Science and Technology, at the Government of Polish's National Science Centre, and at the Government of Cyprus's Research and Innovation Foundation.

Technical Committee Chair



Ian Phau, Distinguished Professor, Curtin University, Australia.

Ian Phau is a Distinguished Professor at the School of Management and Marketing at Curtin University in Australia. He is also the Director of the Luxury Brand Research Cluster. He continues to maintain a high-level image in many industry fields, and his extensive industry and research expertise has brought him great success. His research focuses on national image, luxury brands, brand counterfeiting and piracy, the luxury travel and hospitality industry, and luxury experiences and well-being. His publications have appeared in journals such as the Journal of Business Research, Journal of Advertising, Journal of Advertising Research, European Journal of Marketing, Journal of Retailing and Consumer Services, Journal of Brand Management, Psychology & Marketing, and Tourism Management. He is currently the Editor-in-Chief of the Asia Pacific Journal of Marketing and Logistics (Emerald). Subsequently, he was awarded the Emerald Literati Network Award for Excellence – Chief Editor Award in 2007 for his outstanding editorial work on the Asia Pacific Journal of Marketing and Logistics.

Technical Committee Members

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Anand Nayyar, Duy Tan University, Vietnam
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Miroslaw Moroz, Wroclaw University of Economics, Poland
Mosharrof Hosen, UCSI University, Malaysia
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Wanwan Li, University of Tulsa, USA
Zoran Wittine, University of Zagreb, Croatia
Zorica Bogdanović, University of Belgrade, Serbia

报告嘉宾（排名不分先后）



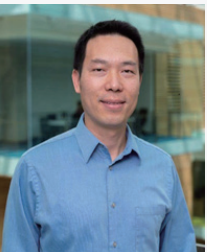
Samuel Fosso Wamba，法国图卢兹商学院教授、副院长

Samuel Fosso Wamba 是法国图卢兹商学院教授兼研究副院长。他还是南非约翰内斯堡大学的杰出客座教授。他目前的研究重点是商业价值、组织间系统的采用、其使用和影响、供应链管理、电子商务、区块链、商业人工智能、社交媒体、商业分析、大数据和商业元宇宙。他被认为是商业和管理领域最有影响力的学者之一。他的论文在 Google Scholar 中被引用约 30, 015 次，h 指数为 79，i-10 指数为 186，其中 5 篇论文在 Google Scholar 中被引用超过 1, 000 次。他被公认为最有影响力的科学家之一（例如Clarivate、Mendeley数据库）。



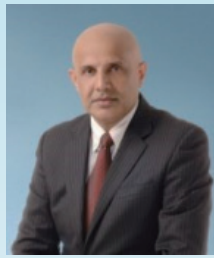
金旭，中国国际贸易学会会长

金旭先生拥有丰富的国际商务及外交经验，先后任中国驻土耳其大使馆三等秘书、供应港澳三趟快车办公室主任、中国驻美国旧金山总领事馆商务参赞、商务部美洲大洋洲司副司长、商务部国际商务官员研修学院党委书记兼院长、中国驻英国大使馆公使衔商务参赞等职务。1975 年在河南荥阳上山下乡，1976 年广州空军参军入伍，1984 年毕业于对外经贸大学国际贸易专业，1985 年在爱尔兰三一学院、1998 年在美国哈佛商学院进修。金旭先生于 2019-2021 年任对外经济贸易大学国际发展合作学院院长。他目前担任中国国际贸易学会会长，英国杜伦大学荣誉教授，全国国际商务专业学位研究生教育指导委员会委员，太和智库高级研究员。



Victor Shi，加拿大劳瑞尔大学教授

施教授现就职于加拿大劳瑞尔大学商学与经济学院。他曾两次担任加拿大管理学会的管理科学分会主席。施博士的主要研究教学兴趣为管理科学，供应链管理。他在Production and Operations Management, IEEE Transactions on Engineering Management等期刊上发表研究论文70余篇。他的研究工作得到加拿大自然科学与工程研究委员会（NSERC）和加拿大特许会计师协会的支持，指导过多位博士后研究员、博士生、硕士生和客座教授。他指导了多位博士后，访问学者，博士生，和硕士生。他还担任多家顶级期刊的特刊编辑，包括International Journal of Production Economics和International Journal of Production Research。



Tariq H. Malik, 辽宁大学商学院国际组织与创新研究中心主任

英国伦敦大学管理学博士，辽宁大学商学院国际组织与创新研究中心主任。2011年-2013年英国伦敦大学访问学者，2011年-2012年美国普渡大学访问学者，2012年-2014年英国伦敦大学国王学院访问学者。Tariq H. Malik教授主要从事组织与管理领域中创新与技术政策研究，为大部分管理与创新期刊撰写过评论，并在主要的管理学会议上获得最佳评论家奖。同时担任英国、欧洲、中东、东亚与中国的外审专家。主要教授研究方法理论、管理学理论（包括国际比较）等课程，是深受中国学生喜爱的外籍教师。



Yichuan Wang, 谢菲尔德大学健康创新中心主任

美国奥本大学信息管理博士，现职英国谢菲尔德大学管理学院、博士生导师。Yichuan Wang博士主要研究领域包括信息技术及数据分析、医疗人工智能、服务创新、资讯科技之策略规划。目前为日本九州工业大学工程学院、法国里昂第二大学客座教授，WHO欧洲分部数字健康方向的政策顾问，任Journal of Business Research等知名期刊编辑，Technological Forecasting and Social Change, Information Technology & People等知名期刊客座主编。2022年被评为科睿唯安年度全球跨学科领域“高被引科学家”，谷歌总引用量达8,500余次。



刘仕强, 福州大学教授

刘仕强教授目前是福州大学经济与管理学院“闽江学者”特聘教授，复杂系统优化与管理创新团队负责人，博士生导师。近期以主持人获得国家自然科学基金面上项目“矿业生产调度优化方法研究”，并参与多项国家自科和社科项目。目前已发表学术论文90多篇，其中SCI收录50多篇，大多数为一作论文并发表在运筹学管理学领域多个国际权威期刊，包括Transportation Science等。2009-2011期间，在昆士兰科技大学任博士后研究员主研澳洲昆士兰铁路调度决策优化软件和昆士兰煤矿供应链调度决策系统。2011-2016期间，担任产学研相结合的澳大利亚国立矿业优化研究所的高级研究员和首席研究员。在澳期间，被授予澳大利亚矿业优化研究所的最佳科技论文奖，澳大利亚运筹学协会授予的杰出青年科学家奖章，科学工程院院长颁发的学术优秀奖等。在中国期间，多次被提名申报国家级人才项目包括青年千人和青年长江。



王鹏, 西北工业大学副教授

西北工业大学管理学院信息管理系副教授。于2021年6月获得西安电子科技大学管理科学与工程专业博士学位；曾于2019年1月至2020年1月前往美国得克萨斯大学达拉斯分校信息系统系访学交流，于2021年10月加入西北工业大学管理学院，定职为准聘副教授。研究方向为信息系统经济学与电子商务平台运营，研究成果发表在Production and Operations Management、Electronic Commerce Research and Applications等期刊，获CNAIS 2023大会提名论文和中国信息经济学会学术年会（2023）会议最佳论文，主持国家自然科学基金青年项目一项。



储节旺, 安徽大学教授

教授，博士，博士生导师，省级领军人才特聘教授，现任安徽大学图书馆馆长、安徽省高等学校图书情报工作委员会秘书长、《大学图书情报学刊》主编、《大学图书馆学报》《情报科学》《知识管理论坛》编委、国家社科基金项目通讯评委、教育部全国高校图工委委员、中国图书馆学会理事、安徽省图书馆学会副理事长。公开发表学术论文320余篇，先后主持国家社会科学基金项目5项、省部级重大重点项目各1项，其他省部级项目15项。



葛宝山, 吉林大学教授

吉林大学管理学院教授、工商管理专业（创新与创业管理研究方向）博士生导师；企业管理专业（国际创业研究方向）硕士生导师。吉林大学匡亚明特聘教授，长白山学者特聘教授；吉林大学创业研究中心副主任；中国技术经济学会常务理事，技术创新与创业分委会共同理事长；英文期刊《Journal of Industrial Integration and Management》共同主编；《科研管理》、《科学学研究》期刊编委。作为负责人主持了国家自然科学基金（面上项目5项、重点项目子课题3项）、国家发改委基金（1项）、科技部软科学基金（1项）、吉林省科技厅项目

(5项)、吉林省哲学社会科学规划基金(3项)等多项基金项目。研究成果多次获得吉林省长春市科技进步奖和社会科学优秀成果奖,是吉林省首届拔尖创新人才和有突出贡献的中青年专家,并入选了吉林省人民政府长白山学者特聘教授人才支持计划。



朱秀梅, 广东工业大学教授

广东工业大学管理学院百人计划特聘教授,博士生导师。教育部新世纪优秀人才,中国管理现代化研究会创业与中小企业管理专委会理事,中国企业管理研究会智能制造与数智生态系统专业委员会常务理事。主要研究领域为创新与创业管理、数字经济、数字创业生态系统、数字化转型等。作为负责人承担国家自然科学基金项目4项,教育部人文社科青年项目1项。在《管理世界》《南开管理评论》《管理科学学报》《中国工业经济》《Technological Forecasting & Social Change》《International Small Business Journal》等期刊发表论文80多篇。获吉林省社会科学学术年会优秀论文三等奖,长春市社会科学优秀成果奖二等奖,吉林省教学成果奖三等奖。



王丹丹, 河南科技大学教授

河南科技大学特聘教授,博士生导师。国家级青年人才,“中原千人计划”中原青年拔尖人才,河南省优秀青年社科专家,河南省教育厅学术技术带头人,河南省高校哲学社会科学优秀学者,河南省高校科技创新人才(人文社科类),河南省高等学校哲学社会科学创新团队首席专家,河南科技大学学术委员会委员,河南科技大学教学指导委员会委员。新加坡南洋理工大学访问学者,河南科技大学商学院副院长。主要研究领域为数据要素、大数据治理与应用、企业数字化转型。曾主持国家社科基金项目3项;在科学出版社、人民出版社等重要出版社出版学术专著3部;获省部级一等奖1项,二等奖2项;在CSSCI来源期刊发表论文40余篇。



雷兵, 河南工业大学教授

教授,博士生导师,河南省教学名师。自1999年开始从事电子商务的教学和研究工作,主要研究领域为电子商务理论与应用、大数据管理与决策。主持国家社科基金项目、省部级、厅局级项目以及横向课题20余项,主编国家级规划教材2部,获国家级教学成果二等奖1项、河南省科技进步三等奖1项,国家级教学技能竞赛二等奖1项。社会服务方面,曾参与全国人大财经委电子商务立法调研、国家发改委电子商务重大问题研究、商务部国家电子商务示范企业案例编写等工作,起草郑州市及洛阳市创建国家电子商务示范城市工作方案,并为宇通客车等多家企业提供电子商务实施咨询服务。



叶雨潇, 天津大学副教授

天津大学管理与经济学部运营管理系副教授,硕士生导师,博士生导师团队成员。2019年博士毕业于浙江大学企业管理系与香港理工大学物流与航运管理系,获联合哲学博士学位(双证书)。研究兴趣和领域包括:运营和供应链管理、可持续发展、实证研究方法等。主持国家自然科学基金面上项目、青年基金,参与国家自然科学基金重大项目、重点项目等。研究成果发表在Production and Operations Management (UTD-24)、International Journal of Operations & Production Management (ABS 4)、International Journal of Production Economics, Supply Chain Management: An International Journal, Industrial Management & Data Systems等国际高水平SSCI/SCI检索期刊。担任IJPE编委,JOM、IJOPM、TRE、IJPDL、JBR等期刊匿名审稿人。



李尽法, 郑州大学教授

教授,硕士生导师、国际博士生导师。民盟河南省委员会青年委员会委员、民盟河南省参政议政骨干。郑州大学骨干教师,互联网+大赛河南省优秀指导教师,2021互联网+银奖、2020互联网+铜奖指导教师,2020年、2021年河南省优秀创新创业指导教师。曾兼任河南九峰集团有限公司执行

总裁。长期致力于企业管理理论与实践的研究，对企业发展过程中遇到的实际问题进行管理咨询和社会服务；致力于地方经济产业升级研究，提出多项建议被政府部门采用。近年来，发表中英文学术论文40余篇；出版学术专著1部（权威出版社），主编《财务管理学》教材。主持完成各类省部级及横向科研项目10余项。



侯婷婷，郑州大学副教授

副教授，郑州大学，主要从事信息管理与电子商务领域相关研究。主持国家自然科学基金青年项目1项，省厅级课题多项。担任多个国际权威SSCI/SCI期刊和顶级会议的匿名审稿人。她的研究成果发表在《Journal of Business Research》、《Decision Sciences》期刊，获得2023年度河南省教育厅科技成果奖优秀科技论文奖，一等奖、“SIG GTM (Grounded Theory Methodology) Best Paper award nomination”和“Top Cited Article 2020-2021(Wiley)”荣誉。



李梦丽，郑州大学 博士

李梦丽博士2014年毕业于郑州大学市场营销专业，获管理学学士学位；2020年毕业于重庆大学工商管理专业，获管理学博士学位。主要从事平台供应链管理和渠道管理等领域的研究。近3年来，作为负责人，主持国家级项目1项、中国博士后项目1项、省部级项目2项、厅局级项目1项；作为主要研究人员，参与国家级项目2项、省部级科研项目3项；博士学位论文获重庆市优秀博士学位论文，并在《International Journal of Production Research》、《International Transactions in Operational Research》、《Journal of the Operational Research Society》、《中国管理科学》、《管理工程学报》等管理学领域中的国内外高水平期刊发表多篇学术论文，以第二作者在国家级出版社出版学术专著1部。



郑倩倩，郑州大学直聘副研究员

郑倩倩，郑州大学直聘副研究员，研究方向为内河枢纽通航调度仿真与优化、生产计划与调度、多目标优化等。在学术成果方面，她发表了多篇高质量论文，涵盖 SCI top 期刊如《Ocean Engineering》《Advanced Engineering Informatics》《Engineering Applications of Artificial Intelligence》等，以及 SCI 期刊《Complex & Intelligent Systems》、JCR Q2 的 SCI 期刊《ISIJ International》、EI 源刊《控制与决策》和中文核心期刊《计算机工程与设计》《交通信息与安全》等。此外，还有两篇在审论文，分别发表在 SCI top 期刊《Expert Systems with Applications》和 EI 源刊《系统工程理论与实践》。在项目参与方面，她参与了国家自然科学基金面上项目、揭榜挂帅项目、研究生自主创新研究基金项目、教育部人文社会科学研究项目和国家自然科学基金项目等。



刘月，郑州大学管理学院创新创业方法与管理研究所所长

刘月，郑州大学管理学院创新创业方法与管理研究所所长。获吉林大学管理学博士学位，美国罗格斯大学商学院访问学者。曾获全国大学生数学建模竞赛的省级独立指导老师奖项、吉林大学优秀博士学位论文奖。研究领域聚焦数字创新与创业、数智化转型、价值共创、人工智能、平台赋能与治理等。主持国家自然科学基金青年项目、河南省哲学社会科学规划项目、河南省软科学项目等多项课题，并于《Psychology & Marketing》《经济管理》《外国经济与管理》等SSCI/CSSCI核心期刊发表多篇论文。

Invited Speakers



Samuel Fosso Wamba, Professor, Associate Dean for Research, Toulouse Business School, France.

Dr. Samuel Fosso Wamba is a Full Professor in Information Systems and Data Science and the Associate Dean for Research at TBS Education, France. He is also a Distinguished Visiting Professor at The University of Johannesburg, South Africa. He earned his Ph.D. in industrial engineering at the Polytechnic School of Montreal, Canada. His current research focuses on business value, the adoption of inter-organizational systems, their use and impact, supply chain management, electronic commerce, blockchain, artificial intelligence for business, social media, business analytics, big data, and metaverse for business. He is considered as part of the most influential scholars in business and management. His works have been cited about 30,015 times per Google Scholar, with an h-index of 79 and an i-10 index of 186, with 5 papers being cited over 1,000 times per Google Scholar. He has been recognized as one of the most influential scientists (e.g., Clarivate, Mendeley database). He won “best paper awards” for many journals, including The Academy of Management Journal, where he won the best paper published in 2017, and the Paper of the Year 2017 for the Electronic Markets.

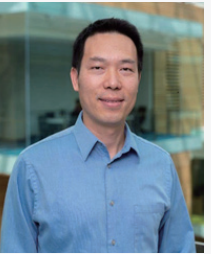


Xu Jin, President of China Association of International Trade.

Mr. Xu Jin has very rich professional experience in international commerce and diplomacy and has served as the Third Secretary of the Chinese Embassy in Turkey, Director of the Office of Three Express Cargo Trains to Hong Kong and Macao, Commercial Counsellor of the Chinese Consulate General in San Francisco, Deputy Director General of the Department

of American and Oceanian Trade Affairs, MOFCOM, and President of Academy for International Business Officials (AIBO), MOFCOM, and Minister Counsellor for Economic and Commercial Affairs of the Chinese Embassy in the UK.

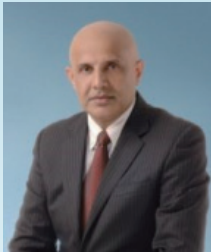
In 1975, Mr. Jin Xu went to the rural area and worked in Xingyang Railway Farm, Henan Province. He joined the army and served in Guangzhou Air Force in 1976. He graduated from University of International Business and Economics (UIBE) in 1984 and then completed advanced studies programs at Trinity College / Ireland in 1985 and at Harvard Business School/USA in 1998. Mr. Jin Xu was President of International Development Cooperation College, UIBE during 2019–2021. He is now Chairman of China Association of International Trade, Honorary Professor of Durham University (UK), Member of the National Steering Committee of International Business Graduate Education, and Senior Fellow of Taihe Institute.



Victor Shi, Professor, Wilfrid Laurier University, Canada.

Dr. Victor Shi is currently a Professor and a Ph.D. student supervisor in the Lazaridis School of Business and Economics at the Wilfrid Laurier University. He twice served as the Chair of the Management Science Division, Administrative Sciences Association of Canada.

Dr. Shi’s main research and teaching interests have been in the areas of Management Science, Operations Management, Supply Chain Management and Data Analytics. He has published more than 70 research papers. His research has been supported by Natural Sciences and Engineering Research Council of Canada (NSERC) and Chartered Accountants of Canada. One of his research papers won the Best Paper Award from Administrative Sciences Association of Canada. He has supervised/hosted multiple post-doctoral fellows, Ph.D. students, Master students, and visiting professors. He has also served as special issue editors of several top journals, including the International Journal of Production Economics and the International Journal of Production Research.



Tariq H. Malik, Professor, the Director of the International Center for Organization and Innovation Studies (ICOIS) at the Business School of Liaoning University.

Tariq H. Malik is a professor with a Ph.D. in management from the University of London, UK. He is the Director of the International Center for Organization and Innovation Studies (ICOIS) at the Business School of Liaoning University. His primary research focuses on innovation and technology policy in the fields of organization and management. He has written reviews for most management and innovation journals and has received the Best Reviewer Award at major management conferences. He also serves as an external reviewer for institutions in the UK, Europe, the Middle East, East Asia, and China. His work has been published in journals such as Research Policy, Technology Forecasting & Social Change, and International Business Review. He has been a visiting scholar at the University of London from 2011–2013, Purdue University in the USA from 2011–2012, and King's College London from 2012–2014. He is also an anonymous reviewer for journals such as Academy of Management Journal, Organization Science, Research Policy, International Business Review, and R&D Management.



Yichuan Wang, Director of the Centre for Health Innovation of Sheffield University, UK.

Yichuan Wang, a Ph.D. in Information Management from Auburn University in the United States, is currently a doctoral supervisor at the School of Management, University of Sheffield, UK. Dr. Yichuan Wang's main research areas include information technology and data analysis, medical artificial intelligence, service innovation, and strategic planning of information

technology. He is currently a visiting professor at the School of Engineering, Kyushu Institute of Technology in Japan and the University of Lyon in France, a policy advisor for digital health at the WHO European Division, an editor of well-known journals such as Journal of Business Research, and a guest editor of well-known journals such as Technological Forecasting and Social Change, Information Technology & People. In 2022, he was selected as Clarivate Analytics' annual "Highly Cited Scientist" in the global interdisciplinary field, with a total of more than 8,500 citations on Google.



Shiqiang Liu, Professor, Fuzhou University, China.

Prof. Liu was a distinguished professor at the School of Transportation and Logistics of Southwest Jiaotong University. Recently, he won the National Natural Science Foundation of China general project "Research on Optimization Methods of Mining Production Scheduling" as the host, and participated in many national natural science and social science projects. At present, he has published more than 90 academic papers, including more than 50 papers included in SCI, most of which are first-author papers and published in many international authoritative journals in the field of operations research and management, including Transportation Science. From 2009 to 2011, he worked as a postdoctoral researcher at Queensland University of Technology, focusing on the optimization software for railway scheduling in Queensland, Australia and the scheduling decision system for the supply chain of Queensland coal mines. From 2011 to 2016, he served as a senior researcher and chief researcher at the CRC ORE, which combines industry, academia and research, and mainly studied two national scientific research projects jointly conducted by the CRC ORE and BHPB (the world's largest mining company): "Development of advanced mining scheduling methods" and "Comprehensive decision optimization and risk assessment of mining projects".



Peng Wang, Associate Professor, Northwestern Polytechnical University.

Peng Wang is an associate professor in the Department of Information Management at the School of Management, Northwestern Polytechnical University. He received his Ph.D. in Management Science and Engineering by Xidian University in June 2021. From January 2019 to January 2020, he undertook a visiting position at the Department of Information Systems at the University of Texas at Dallas. In October 2021, he joined the School of Management at Northwestern Polytechnical University as a quasi-associate professor. His research interests lie in the field of information systems economics and e-commerce platform operations. His research findings have been published in leading journals such as Production and Operations Management and Electronic Commerce Research and Applications. He has been selected as a nominee for the CNAIS 2023 conference and has also been named the best paper presenter at the China Information Economics Society Annual Conference (2023). He is the host of a National Natural Science Foundation Youth Project.



Jiewang Chu, Professor, Anhui University.

Jiewang Chu is currently serving as the Director of Anhui University Library, Secretary-General of the council for higher school books intelligence work in anhui province, and Editor-in-Chief of the Journal of Academic Library and Information Science. He is an editorial board member of the "Journal of Academic Libraries", "Information Science" and "Knowledge Management Forum", a correspondence reviewer of the National Social Science Fund Project, a member of the Steering Committee for Academic Libraries of

China, director of the Library Society of China and vice president of the Anhui Province Society for Library Science. He has published over 320 academic papers and has overseen five National Social Science Fund projects, one provincial and ministerial major project, and 15 other provincial and ministerial projects.



Baoshan Ge, Professor, Jilin University.

Baoshan Ge is a distinguished professor of Jilin University Kuang Yaming, Distinguished Professor of Changbai Mountain Scholars; Deputy Director of Entrepreneurship Research Center, Jilin University; Executive Director of China Society of Technology and Economics, Co-Chairman of Technology Innovation and Entrepreneurship Subcommittee; Co-editor of Journal of Industrial Integration and Management; Editorial Board Member of Scientific Research Management and Study in Science of Science. As the person in charge, he presided over many fund projects, such as National Natural Science Foundation of China. His research results have won the Jilin Province Changchun Science and Technology Progress Award and the Social Science Outstanding Achievement Award for many times. He is the first top innovative talent and young and middle-aged expert with outstanding contributions in Jilin Province, and was selected into the Changbai Mountain Scholar Distinguished Professor Talent Support Program of the Jilin Provincial People's Government.



Xiumei Zhu, Professor, Guangdong University of Technology.

Xiumei Zhu is a distinguished professor of the Hundred Talents Program of the School of Management of Guangdong University of Technology and a doctoral supervisor. She is an excellent talent of the new century of the Ministry of Education, a director of the Entrepreneurship and Small and Medium Enterprise Management Committee of the Chinese Academy of Management and an executive director of the Intelligent Manufacturing and Digital Ecosystem Professional Committee of the Chinese Institute of Business Administration. Her main research fields are innovation and entrepreneurship management, digital economy, digital entrepreneurship ecosystem, digital transformation, etc. As the person in charge, she has undertaken 4 National Natural Science Foundation of China projects and 1 Youth Project of Humanities and Social Sciences of the Ministry of Education. She has published more than 80 papers in journals. She won the third prize of the Excellent Paper Award of the Jilin Provincial Social Science Academic Annual Conference, the second prize of the Changchun Social Science Excellent Achievement Award, and the third prize of the Jilin Provincial Teaching Achievement Award.



Dandan Wang, Professor, Henan University of Science and Technology.

Dandan Wang is a distinguished professor and doctoral supervisor at Henan University of Science and Technology. National-level young talents, top-notch young talents from the Central Plains under the “Thousand Talents Plan of Henan Province”, outstanding young social science experts in Henan Province, academic and technical leaders at the Education Department Henan Province, outstanding scholars in philosophy and social sciences in universities in Henan Province, scientific and technological innovation talents (humanities) in

universities in Henan Province Social Sciences, chief expert of the Philosophy and Social Sciences Innovation Team of Henan Higher Education Institutions. Visiting scholar at Nanyang Technological University, Singapore, and deputy dean of the Business School of Henan University of Science and Technology. She has presided over 3 National Social Science Fund projects; published 3 academic monographs in important publishing houses such as Science Press and People’s Publishing House; won 1 first prize and 2 second prizes at the provincial and ministerial level; published in CSSCI source journals More than 40 papers.



Bing Lei, Professor, Henan University of Technology.

Bing Lei, professor and doctoral supervisor at Henan University of Technology. He has been engaged in e-commerce teaching and research since 1999. His research interests focus on e-commerce theory and application, big data management and decision-making.

He has presided over more than 20 national social science fund projects, provincial and ministerial projects, bureau-level projects and horizontal projects, edited 2 national planning textbooks, won second prize of national teaching achievement, third prize of Henan Province Science and Technology Progress, and second prize of national teaching skills competition. In terms of social services, he has participated in the legislative research of the e-commerce law of the National People’s Congress Finance and Economics Committee, the research on major e-commerce issues of the National Development and Reform Commission, and the case writing of national e-commerce demonstration enterprises of the Ministry of Commerce. He drafted the work plan for the creation of national e-commerce demonstration cities in Zhengzhou and Luoyang, and provided e-commerce implementation consulting services to many companies such as Yutong Bus.



Yuxiao Ye, Associate Professor, Tianjin University.

Yuxiao Ye is an associate professor, master's supervisor, and doctoral supervisor team member of the Department of Operations Management, School of Management and Economics, Tianjin University. In 2019, she graduated from the Department of Business Administration at Zhejiang University and the Department of Logistics and Shipping Management at the Hong Kong Polytechnic University with a joint PhD (dual certificate). Her research interests and areas of expertise include operations and supply chain management, sustainable development, and empirical research methods. She has overseen the National Natural Science Foundation of China's general projects and youth funds, and has been involved in major and key projects at the National Natural Science Foundation of China. Her research findings have been published in leading international journals, including Production and Operations Management (UTD-24), International Journal of Operations & Production Management (ABS 4), International Journal of Production Economics, Supply Chain Management: An International Journal, and Industrial Management & Data Systems. She serves on the editorial board of the International Journal of Production Economics (IJPE) and acts as an anonymous reviewer for a number of leading journals, including JOM, IJOPM, TRE, IJPDLM and JBR.



Jinfa Li, Professor, Zhengzhou University.

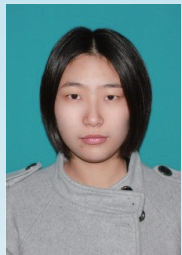
Jinfa Li, professor, master's tutor and international doctoral tutor. He is a member of the Youth Committee of the Henan Province Committee of the Chinese Democratic League and a key member of the Chinese Democratic League's political participation in Henan. Core teacher of Zhengzhou University, Henan Province Outstanding Instructor in the

Internet+ Competition, 2021 Internet+ Silver Award, 2020 Internet+ Bronze Award Instructor, and Henan Province Outstanding Innovation and Entrepreneurship Instructor in 2020 and 2021. He also served as the executive president of Henan Jiufeng Group Co., Ltd. He has long been committed to the research of enterprise management theory and practice, providing management consulting and social services for practical problems encountered in the development process of enterprises; he is committed to the research of local economic and industrial upgrading, and has put forward a number of suggestions that have been adopted by government departments. In recent years, he has published more than 40 academic papers in Chinese and English, published 1 academic monograph (authoritative publishing house), and edited the "Financial Management" textbook. He has presided over and completed more than 10 provincial and ministerial level and horizontal scientific research projects.



Tingting Hou, Associate Professor, Zhengzhou University.

Tingting Hou, Associate Professor, Zhengzhou University. Mainly engaged in research related to information management and e-commerce. Hosted one National Natural Science Foundation of China Youth Project and several provincial and ministerial-level projects. Served as an anonymous reviewer for many international authoritative SSCI/SCI journals and top conferences. Her research results were published in the Journal of Business Research and Decision Sciences, and won the 2023 Science and Technology Achievement Award Excellent Science and Technology Paper Award from the Education Department Henan Provincial, the first prize, the "SIG GTM (Grounded Theory Methodology) Best Paper award nomination" and the "Top Cited Article 2020-2021 (Wiley)".



Mengli Li, PhD, Zhengzhou University

Mengli Li graduated from Zhengzhou University in 2014 with a bachelor's degree in management, and received a doctorate in management from Chongqing University in 2020. Mainly engaged in research in the fields of platform supply chain management and channel management.

In the past three years, she has presided over 1 national-level project, 1 Chinese post-doctoral project, 2 provincial and ministerial-level projects, and 1 department level project. As a principal researcher, she has participated in 2 national-level projects, 3 provincial-level and ministerial-level scientific research projects; doctoral thesis won the Chongqing Excellent Doctoral Dissertation. She has published in high-level domestic and foreign journals in the field of management such as International Journal of Production Research, International Transactions in Operational Research etc. She published 1 academic monograph as the second author in a national publishing house.



Qianqian Zheng, Directly-appointed Researcher, Zhengzhou University.

Qianqian Zheng, directly-appointed Researcher at Zhengzhou University, focuses on simulation and optimization of navigation scheduling in inland hubs, production planning and scheduling, and multi-objective optimization. In terms of academic achievements, she has published many high-quality papers, including SCI top journals such as Ocean Engineering, Advanced Engineering Informatics, Engineering Applications of Artificial Intelligence, and SCI journals such as Complex & Intelligent Systems, JCR Q2 SCI journal ISIJ International, EI source journal Control and Decision, and Chinese core journals Computer Engineering and Design and Journal of Transport Information and Safety. In addition,

there are two papers under review, published in the SCI top journal Expert Systems with Applications and the EI source journal System Engineering-Theory & Practice. In terms of project participation, she participated in the National Natural Science Foundation of China general project, the Open Bidding for Selecting the Best Candidates project, the Graduate Independent Innovation Research Fund project, the Ministry of Education Humanities and Social Sciences Research Project, and the National Natural Science Foundation of China project.



Yue Liu, Director of the Institute of Innovation and Entrepreneurship Methods and Management, Zhengzhou University.

Yue Liu is the director of the Institute of Innovation and Entrepreneurship Methods and Management, Zhengzhou University. She holds a Ph.D. in Management from Jilin University and has previously

held a visiting scholarship at Rutgers Business School. She has been the recipient of the Provincial Independent Instructor Award in the National Undergraduate Mathematical Modeling Competition and the Outstanding Doctoral Dissertation Award from Jilin University. Her research interests include digital innovation and entrepreneurship, digital transformation, value co-creation, artificial intelligence, platform empowerment and governance, and more. She has overseen numerous projects, including the National Natural Science Foundation Youth Project, the Henan Provincial Philosophy and Social Sciences Planning Project, and the Henan Provincial Soft Science Project. She has also published extensively in leading academic journals such as Psychology & Marketing, Business Management Journal, and Foreign Economics and Management.

会议日程

日期	时间	事项
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 郑州华智酒店三楼华夏厅（郑州市科学大道97号）		
2024年11月29日 (周五)	14:00-17:00	参会人员报到
2024年11月30日 (周六上午)	08:30-08:35	会议开幕 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
	08:35-08:40	开幕致辞：陈曦，郑州大学党委常委、纪委书记
	08:40-08:45	开幕致辞：Yichuan Wang，英国谢菲尔德大学健康创新中心主任
	08:45-08:55	会议合照
	08:55-09:30	主讲报告1：Samuel Fosso Wamba，法国图卢兹商学院教授、学术副院长 报告题目：探索人工智能（AI）和生成式人工智能（Gen-AI）在运营管理中的能力：从文献计量分析到实证研究
	09:30-10:05	主讲报告2：金旭，中国国际贸易学会会长 报告题目：面向新世界，开辟新局面
	10:05-10:40	主讲报告3：Victor Shi，加拿大劳瑞尔大学教授 报告题目：竞争供应链中的供应链结构和区块链部署
	10:40-11:00	茶歇
	11:00-11:35	主讲报告4：Tariq H. Malik，辽宁大学教授 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
	11:35-11:50	主讲报告5：翟运开，郑州大学管理学院院长 报告题目：跨境电商产业带调研报告
	11:50-14:00	午餐及午休

日期	时间	事项
2024年11月30日 (周六下午)	分会场1：数智管理科学 主持人：姜红丙，郑州大学管理学院副院长 地点：郑州大学管理学院1号楼1楼109室	
	14:00-14:30	主题报告1：Yichuan Wang，英国谢菲尔德大学健康创新中心主任 报告题目：利用客制化的大语言模型解决线上负评: 理论驱动的设计科学方法
	14:30-15:00	主题报告2：储节旺，安徽大学教授 报告题目：AIGC对信息生成方式及用户信息行为的影响
	15:00-15:20	茶歇
	15:20-15:50	主题报告3：叶雨潇，天津大学副教授 报告题目：利用透明的力量：IT 监控对球员伤病的影响
	15:50-16:05	口头汇报1：陈宁，郑州大学 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
	16:05-16:20	口头汇报2：许佳佳，郑州大学 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
	16:20-16:35	口头汇报3：吕晓惠，郑州大学 报告题目：基于Bertopic模型的黄河流域旅游新闻主题演化研究
	16:35-16:50	口头汇报4：马燕舞，中华女子学院 报告题目：家庭理财教育必要性与发展路径分析
	分会场2：管理创新 主持人：张炎亮，郑州大学管理学院副院长 地点：郑州大学管理学院1号楼2楼212室	
	14:00-14:30	主题报告1：葛宝山，吉林大学教授 报告题目：AI嵌入的创业模型构建
	14:30-15:00	主题报告2：朱秀梅，广东工业大学教授 报告题目：数据平台生态系统数商生态共演机制
	15:00-15:20	茶歇
	15:20-15:50	主题报告3：李尽法，郑州大学教授 报告题目：企业高效创新的系统工程模型

日期	时间	事项
2024年11月30日 (周六下午)	15:50-16:20	主题报告4：刘月，郑州大学创新创业方法与管理研究所所长 报告题目：不同角色，不同举措：基于多主体价值共创的工业互联网平台电子口碑传播
	16:20-16:35	口头汇报1：钱杨，安徽三联学院 报告题目：分布式领导、协作管理策略和中国大学的创新
	16:35-16:50	口头汇报2：梁顺行，郑州大学 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
	分会场3：电子商务 主持人：朱美光，郑州大学管理学院副院长 地点：郑州大学管理学院1号楼3楼319室	
	14:00-14:30	主题报告1：王丹丹，河南科技大学教授 报告题目：健康医疗数据开放利用中的信任构建
	14:30-15:00	主题报告2：王鹏，西北工业大学副教授 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
	15:00-15:20	茶歇
	15:20-15:50	主题报告3：雷兵，河南工业大学教授 报告题目：跨境B2C出口发展现状与趋势
	15:50-16:20	主题报告4：侯婷婷，郑州大学副教授 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
	16:20-16:35	口头汇报1：何博，郑州大学 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
	16:35-16:50	口头汇报2：杨永香，郑州大学 报告题目：社交电商环境下顾客忠诚度影响因素
	分会场4：物流与供应链管理 主持人：刘会新，郑州大学管理学院智慧运营与供应链管理研究所所长 地点：郑州大学管理学院1号楼4楼407室	

日期	时间	事项
2024年11月30日 (周六下午)	14:00-14:30	主题报告1：刘仕强，福州大学教授 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
	14:30-15:00	主题报告2：郑倩倩，郑州大学直聘副研究员 报告题目：三峡枢纽通航作业的多目标调度优化研究
	15:00-15:20	茶歇
	15:20-15:50	主题报告3：李梦丽，郑州大学博士 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
	15:50-16:05	口头汇报1：马赞涛，郑州大学 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
	16:05-16:20	口头汇报2：李少伊，郑州大学 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
	16:20-16:35	口头汇报3：叶勇铭，郑州大学 报告题目：河南省制造业数字化发展质量研究
	16:35-16:50	口头汇报4：余子乐，郑州大学 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
	16:50	闭幕仪式

I Program

Date	Time	Item (Beijing Time: UTC/GMT+8)
DIMI & ICIDEL2024		
Venue: Zhengzhou Huawise Hotel (No. 97 Kexue Avenue, Zhenzhou)		
November 29, 2024 (Friday)	14:00–17:00	Registration
November 30, 2024 (Saturday)	08:30–08:35	Opening Ceremony Moderator: Shuying Wang, Secretary of Party Committee, Professor, Doctoral Supervisor of School of Management, Zhengzhou University
	08:35–08:40	Opening Speech: Xi Chen, Secretary of Party Committee, Secretary of the Discipline Inspection Commission, Zhengzhou University
	08:40–08:45	Opening Speech: Yichuan Wang, Director of the Centre for Health Innovation of, Sheffield University, UK
	08:45–08:55	Group Photo
	08:55–09:30	Keynote Speaker 1: Samuel Fosso Wamba, Professor, Toulouse Business School, France Speech Title: 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	Keynote Speaker 2: Xu Jin, President, China Association of International Trade Speech Title: Facing a New World and Creating a New Situation
	10:05–10:40	Keynote Speaker 3: Victor Shi, Professor, Wilfrid Laurier University, Canada Speech Title: Supply Chain Structure and Blockchain Deployment in Competing Supply Chains
	10:40–11:00	Break
	11:00–11:35	Keynote Speaker 4: Tariq H. Malik, Professor, Liaoning University, China Speech Title: Survival Dynamics of SMEs in China’s ICT and Semiconductor Industries: An Analytical Perspective

Date	Time	Item (Beijing Time: UTC/GMT+8)
November 30, 2024 (Saturday)	11:35–11:50	Keynote Speaker 5: Yunkai Zhai, Professor, Zhengzhou University, China Speech Title: Cross-border E-commerce Industry Belt Research Report
	11:50–14:00	Lunch Break
	Session 1: Digital Management Science Moderator: Hongbing Jiang, Deputy Dean, Zhengzhou University Venue: Room 109, 1st Floor, Building 1, Zhengzhou University	
	14:00–14:30	Invited Speaker 1: Yichuan Wang, Director of the Centre for Health Innovation of, Sheffield University, UK Speech Title: Customizing Large Language Model to Address Online Negative Reviews: A Theory-Driven Design Science Approach
	14:30–15:00	Invited Speaker 2: Jiewang Chu, Professor, Anhui University Speech Title: The Impact of AIGC on Information Generation Methods and User Information Behavior
	15:00–15:20	Break
	15:20–15:50	Invited Speaker 3: Yuxiao Ye, Associate Professor, Tianjin University Speech Title: Harnessing the Power of Transparency: Impact of IT Monitoring on Player Injury
	15:50–16:05	Oral Presentation 1: Ning Chen, Zhengzhou University Speech Title: Multi-scenario User Experience Analysis Based on Named Entity Recognition for Digital Enterprises
	16:05–16:20	Oral Presentation 2: JiaJia Xu, Zhengzhou University Speech Title: The Dynamic Evolution of Green Total Factor Productivity in China’s Logistics Industry and Its Convergence
	16:20–16:35	Oral Presentation 3: Xiaohui Lv, Zhengzhou University Speech Title: Research on the Evolution of Tourism News Topics in the Yellow River Basin Based on Bertopic Model
	16:35–16:50	Oral Presentation 4: Yanwu Ma, China Women’s University Speech Title: Analysis of the Necessity and Development Path of Family Financial Education
	Session 2: Management Innovation Moderator: Yanliang Zhang, Deputy Dean, Zhengzhou University Venue: Room 212, 2nd Floor, Building 1, Zhengzhou University	

Date	Time	Item (Beijing Time: UTC/GMT+8)
November 30, 2024 (Saturday)	14:00–14:30	Invited Speaker 1: Baoshan Ge, Professor, Jilin University Speech Title: AI-embedded Entrepreneurial Model Construction
	14:30–15:00	Invited Speaker 2: Xiumei Zhu, Professor, Guangdong University of Technology Speech Title: Data Platform Ecosystem and Digital Business Eco-system Co-evolution Mechanism
	15:00–15:20	Break
	15:20–15:50	Invited Speaker 3: Jinfa Li, Professor, Zhengzhou University Speech Title: System Engineering Model for Efficient and Innovative Enterprises
	15:50–16:20	Invited Speaker 4: Yue Liu, Director of the Institute of Innovation and Entrepreneurship Methods and Management, Zhengzhou University Speech Title: Different roles, different strokes: Disseminating e-WOM in industrial Internet platform through multi-actor value co-creation
	16:20–16:35	Oral Presentation 1: Yang Qian, Anhui Sanlian University Speech Title: Distributed Leadership, Collaborative Management Strategies, and Innovation in Chinese Universities
	16:35–16:50	Oral Presentation 2: Shunxing Liang, Zhengzhou University Speech Title: Research on Site Selection and Path Planning for Straw Recycling Centers Based on a Mixed Particle Swarm Algorithm
	Session 3: E-commerce Moderator: Guangmei Zhu, Deputy Dean, Zhengzhou University Venue: Room 319, 3rd Floor, Building 1, Zhengzhou University	
	14:00–14:30	Invited Speaker 1: Dandan Wang, Professor, Henan University of Science and Technology Speech Title: Trust Building in the Open Use of Health and Medical Data
	14:30–15:00	Invited Speaker 2: Peng Wang, Associate Professor, Northwestern Polytechnical University 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	Break
	15:20–15:50	Invited Speaker 3: Bing Lei, Professor, Henan University of Technology Speech Title: Current Status and Trends of Cross-border B2C Export Development

Date	Time	Item (Beijing Time: UTC/GMT+8)
November 30, 2024 (Saturday)	15:50–16:20	Invited Speaker 4: Tingting Hou, Associate Professor, Zhengzhou University 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	Oral Presentation 1: Bo He, Zhengzhou University Speech Title: Two-stage Path Planning of SOV and STB Based on the Variant K-means Clustering Algorithm
	16:35–16:50	Oral Presentation 2: Yongxiang Yang, Zhengzhou University Speech Title: Factors Influencing Customer Loyalty in the Social E-commerce Environment
	Session 4: Logistics and Supply Chain Management Moderator: Huixin Liu, Director of the Institute of Smart Operations and Supply Chain Management, School of Management, Zhengzhou University Venue: Room 407, 4th Floor, Building 1, Zhengzhou University	
	14:00–14:30	Invited Speaker 1: Shiqiang Liu, Professor, Fuzhou University, China Speech Title: A demand-responsive two-echelon assembly inventory management model for a sustainable port terminal with coal mining sites
	14:30–15:00	Invited Speaker 2: Qianqian Zheng, Directly-appointed Researcher, Zhengzhou University Speech Title: Research on Multi-objective Scheduling Optimization of Navigation Operations in the Three Gorges Hub
	15:00–15:20	Break
	15:20–15:50	Invited Speaker 3: Mengli Li, PhD, Zhengzhou University 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	Oral Presentation 1: Yuntao Ma, Zhengzhou University Speech Title: Research on Competition and Cooperation between Crowdsourcing Logistics Platforms and Traditional Logistics Companies in Intra-city Logistics Distribution
	16:05–16:20	Oral Presentation 2: Shaoyi Li, Zhengzhou University Speech Title: Changes, Motivations and Directions of Industrial Chain Security Policies in the Perspective of Multiple Streams Theory
	16:20–16:35	Oral Presentation 3: Yongming Ye, Zhengzhou University Speech Title: Research on the Quality of Digital Development in Henan Province's Manufacturing Industry

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

Date	Time	Item (Beijing Time: UTC/GMT+8)
November 30, 2024 (Saturday)	16:35–16:50	Oral Presentation 4: Zile Yu, Zhengzhou University Speech Title: Research on the Coupling and Coordination of Digital Economy and New Quality Productivity in Chinese Provinces
	16:50	Closing Ceremony