

Table of Contents

Proceedings of 2017 International Conference on Business and Information Management (ICBIM 2017)

Preface..... v

Conference Committees..... vi

• *Session 1-Quantitative Finance and Econometrics*

Assets and Liabilities Portfolio Optimal Model based on ES Controlled Interest Rate Risk 1

Hongxi Li, Guotai Chi

Weight Optimization Model based on the Maximum Discriminating Power of Credit Evaluation Result 6

Shanli Yu, Guotai Chi

High Embedded Dimension Stock Data Prediction Model Based on Chaotic Prediction Model..... 12

ZHOU Jianding, ZHEN Peiqi, ZENG Yue

Research on Retirement Pension 16

Qiming Feng, Suping Qian

Research on the Risk Spillover Effect of China's Commercial Banks Based on Quantile Regression 19

Shou Hui

Bibliometrics Analysis of Complex Networks Research..... 24

Yongan Zhang, Yiyuan Zhou

• *Session 2- E-Commerce*

An Investigation on Online Shopping Behaviors in the Singles Day: The Role of Gender 29

Qingyu Zhang, Cui Li, Chunling Zhang, Kang Wang

Market Structure and Competitive Behavior of China's P2P Lending Industry 34

Qiao Kai, Dong Yihan, Dong Peiwu

The Effect of Service Recovery on Repurchase Intention in Online Context: The Moderation of Perceived Justice and Psychological Contract..... 39

Lin Bao

The Like Economy: The Impact of Interaction between Artists and Fans on Social Media in Art Market..... 45

Xin Kang, Wenyin Chen

Intelligent Smart Bait Fishing: A New Mobile App Business Model 50

Yueliang Lu, Fadi Thabtah

Classifying Purchase Decision Based on User Clickstream in E-Commerce Using Web Usage Mining..... 57

Surya Yehezki, Arian Dhini

• *Session 3-Statistics and Social Network Analysis*

Analysis of Evaluating Dimensions of Chinese Express Hotels Based on User Generated Content 62

ZHANG Jingxuan, LI Bing, TENG Fei, CUI Can, DENG Yikai

Correlation Analysis between the Products Involvement and Audience Satisfaction of the Web Fiction-adapted Teleplay	68
<i>Liang Wenfeng, Ti Xiaoran, Chen Hongjie, Guo Lushan</i>	
A Transitivity Analysis of On-line Product Descriptions-A Case Study of Book Product Descriptions	73
<i>Huan Wang, Lei Zhao, Jianhua Jiang</i>	
Content Analysis and Spatial Analysis: A Case Study of Public Satisfaction of Indonesia National Health Insurance ...	78
<i>Ariph Satyanagara, Isti Surjandari</i>	
Identifying Consumer Buying Behavior Differences through Market Basket Analysis in Multiple Outlet Types	82
<i>Nurfitriana Tri Utami, Isti Surjandari</i>	
How can Risk Propensity Mediate the Effect of Trait Anxiety on Entrapment Behavior?	87
<i>Somayeh Khoshsoroor, Liang Dapeng, Ehsan Chitsaz, Hanieh Alizadeh</i>	
• <i>Session 4-Information Technology and Applications</i>	
Exploring Barriers underlying College Students' Adoption of MOOCs	92
<i>Long Ma, Chei Sian Lee</i>	
Research on Adverse Drug Reaction Recognitions Based on Conditional Random Field	97
<i>Qingping Song, Bing Li, Yuyang Xu</i>	
Applications of Civil Information Modeling (CIM) for Constructability Review in Railway Construction Projects....	102
<i>Yu-cheng Lin, Chia-Pin Yen, Hsin-Tzu Hu</i>	
Classifying Indonesian Online Articles as Advertisement Placement Base Using Text Mining	107
<i>Nadhira Tasya, Arian Dhini</i>	
Predicative Model for Uber Ridership in New York City.....	112
<i>Shaochen Zhu, Betty Wang</i>	
Study on Application of PSO with Time Window for User Recommendation in Research Social Networks.....	116
<i>Hu Rui, Zhang Chao, Han Xinliang</i>	
Establishment of Business Intelligence and Big Data Analysis for Higher Education.....	121
<i>Michael Yao-Ping Peng, Sheng-Hwa Tuan, Feng-Chi Liu</i>	
Research on Evolution and Visualization Analysis of Application of Big Data	126
<i>Yong'an Zhang, Yuxiaodan Zhang</i>	
• <i>Session 5-Information Technology and Applications</i>	
The Study of Mechanism for the Impact of Professional Differences and Emergency Cooperation on Inter-organizational Partnerships-based on the Way of Information Transmission	131
<i>Wu Guobin, Chen Xuefei, Li Haiyan</i>	
An Investigation into External Environment Factors Affecting Performance of Small and Medium Enterprises in Cote d'Ivoire	138
<i>Diabate Ardjouman, Lariaa Mingaine</i>	
Research on Influences and Coping Strategies of Carbon Emission Reduction Policy—Taking Beijing Bus Company as an Example	144
<i>Lixiang Zhao, Jing Tang</i>	