



# ICISO

# 2009

## CONFERENCE PROGRAM

### 11th International Conference on Informatics and Semiotics in Organisations

April 11-12 2009, Beijing, China

[www.orgsem.org/2009](http://www.orgsem.org/2009)



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# Conference Schedule

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This schedule will continue to be updated with exciting speakers and session information on an ongoing basis leading up to the conference. Please continue to look back for our most up-to-date information.

All sessions will take place at Beijing University of Technology, No. 100 Pingleyuan, Chaoyang District, Beijing, unless otherwise stated.

## Friday, 10 April 2009

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17:00 - 21:00	<b>Registration Desk open</b>	
17:00 - 18:00	<b>Programme Committee meeting</b>	

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## Saturday, 11 April 2009

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8:00 - 9:00	<b>Registration</b>	
9:00 - 9:30	<b>Opening Ceremony</b> <i>Prof. President</i> <i>Beijing University of Technology</i> <i>Prof. Dean <b>Jingwen Li</b> School of Economics and Management, BJUT</i> <i>Prof. Dr. Director <b>Yijun Li</b>, National Natural Science Foundation of China</i> <i>Prof. Dr. <b>Guoqing Chen</b>, Chairman, China Association for Information Systems</i> <i>Prof. Director <b>Yu Chen</b>, chairman of Chinese Information Economics Society</i> <i>Prof. Dr. Director <b>Kecheng Liu</b>, University of Reading, UK</i> <i>Prof. Dr. <b>Lucheng Huang</b>, the Society of Management and Engineering, China</i> <b>VIP addresses</b>	<i>Conference Hall, Jianguo Hotel</i>
9:30 - 9:50	<b>Group Photo</b>	
9:50 - 10:00	Break	
10:00 - 10:50	<b>Keynote Speech: Pragmatic qualities of information systems – actability criteria for design and evaluation</b> <b>Göran Goldkuhl</b> , Professor, Linköping University & Jönköping International Business School, Sweden	<i>Conference Hall, Jianguo Hotel</i>
10:50 - 11:40	<b>Keynote Speech: Discovering Associative Knowledge for Decision Support</b> <b>Guoqing Chen</b> , Professor, Tsinghua University, China	<i>Conference Hall, Jianguo Hotel</i>
11:40 - 13:30	Lunch	
13:30 - 14:50	<b>Oral Session 1: Organisational Semiotics (1)</b>	<i>Room 408, Science Building</i>
	<b>Oral Session 2: Information Systems (1)</b>	<i>Room 416, Science Building</i>

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	<b>Oral Session 3: Information Resource (1)</b>	<i>Room 418, Science Building</i>
14:50 - 15:00	Break	
15:00 - 16:20	<b>Oral Session 4: Organisational Semiotics (2)</b>	<i>Room 408, Science Building</i>
	<b>Oral Session 5: Information Systems (2)</b>	<i>Room 416, Science Building</i>
	<b>Oral Session 6: Information Resource (2)</b>	<i>Room 418, Science Building</i>
16:20 - 16:30	Break	
16:30 - 17:50	<b>Oral Session 7: Organisational Semiotics (3)</b>	<i>Room 408, Science Building</i>
	<b>Oral Session 8: Information Systems (3)</b>	<i>Room 416, Science Building</i>
	<b>Oral Session 9: Information Resource (3)</b>	<i>Room 418, Science Building</i>
18:30 - 21:30	<b>Conference Banquet</b>	

## **Sunday, 12 April 2009**

9:00 - 9:50	<b>Keynote Speech: The Chemistry of Society: Organisational Semiotics as an Empirical Social Science</b> <b>Ronald Stamper</b> , Professor, University of Twente, Netherlands	<i>Room 406, Science Building</i>
9:50 - 10:00	Break	
10:00 - 10:50	<b>Keynote Speech: Lessons from Modern System Science for MIS</b> <b>Yu Chen</b> , Professor, Renmin University of China, China	<i>Room 406, Science Building</i>
10:50 - 12:00	<b>Oral Session 10: Organisational Semiotics (4)</b>	<i>Room 406, Science Building</i>
	<b>Oral Session 11: Information Systems (4)</b>	<i>Room 416, Science Building</i>
	<b>Oral Session 12: Information Resource (4)</b>	<i>Room 418, Science Building</i>
12:00 - 13:30	Lunch	
13:30 - 15:10	<b>Oral Session 13: Organisational Semiotics (5)</b>	<i>Room 408, Science Building</i>
	<b>Oral Session 14: Information Systems (5)</b>	<i>Room 416, Science Building</i>
	<b>Oral Session 15: Information Resource (5)</b>	<i>Room 418, Science Building</i>
15:10 - 15:20	Break	
15:20 - 16:40	<b>Oral Session 16: Organisational Semiotics (6)</b>	<i>Room 408, Science Building</i>
	<b>Oral Session 17: Information Systems (6)</b>	<i>Room 416, Science Building</i>

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**Oral Session 18: Information Resource (6)**

*Room 418,  
Science Building*

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16:40 - 17:00 **Closing Session**

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# Keynote Speeches

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## Keynote Speech: The Chemistry of Society: Organisational Semiotics as an Empirical Social Science

**Speaker:** Prof. Ronald Stamper  
University of Twente  
The Netherlands



### Abstract

As all biological phenomena, even ecology and evolution, are elaborations of their underlying chemistry, so all social phenomena are products of the human use of signs. Semiotics examines the structures of different signs and their properties but says little about their interactions: like a chemistry of analysis and molecular structure that says little about chemical reactions. This paper claims that signs interact in people's minds largely by activating the norms they share with others. Organisational semiotics (OS) needs to study norms as well as signs in order to explore organised human behaviour.

To qualify as an empirical science, OS must provide operational procedures for identifying individual signs and norms and for defining their properties that allow them to be placed unequivocally into various significant categories. Correctly functioning signs have semantic, pragmatic and social aspects that make these tests difficult to pass. Norms offer solutions to these intrinsically human problems despite their hidden functioning within the minds of their subjects: as chemists supplement their observations of the test-tube's visible inputs and outputs with molecular theories about what happens within, so can we formulate norm theories to supplement the bare observations of human responses to situations to understand how norms function.

Norms share a simple, common structure:

IF subject UNDERSTANDS THAT condition OBTAINS  
THEN subject ADOPTS attitude TOWARDS something

Rules exhibit the same structure expressed verbally. However, rules are not norms but signs standing for norms. Computers obey rules mechanically but people may choose to apply norms or not, for good reasons or none, but within the context of many other norms that encourage compliance. For that reason we should consider adding another clause to say that the subject judges the norm to be relevant. Signs relate to norms because they supply the subject with information about the condition and enable the subject to communicate the resulting attitude: thus norms largely determine the relevance of signs.

Their simple structure defines unequivocal categories for norms depending on the properties of their parameters: subject, condition, attitude, something. These categories serve as building blocks for norm theories. The paper outlines some of the many precise 'architectural' properties of norm categories and will indicate how we may employ them to build theories about various social phenomena.

Social psychologists have long recognised four categories of norms dependent on the kinds of attitudes they produce:

NORMS cognitive behavioural evaluative perceptual

ATTITUDES epistemic deontic axiological ontological

Other categories depend upon the subject matter of the condition, the something (or the subject and several of these will be introduced and their interrelationships examined. Among them are perceptual norms that supply the subject matter upon which all the other norms depend. The paper will indicate how OS, using concepts of signs and norms, can illuminate various social phenomena with sufficient clarity to enable us to formulate refutable theories. The paper will propose a research agenda based on these ideas

But developing an empirical science also depends on the scientific community and how its members interact. Accurate, precise, clear communication of theories, observations and empirical methods do not suffice unless the community reads them, interprets correctly, tests them and criticises them constructively. Are we organised well enough to function that way?

### **About the Speaker**

Ronald Stamper studied at Oxford University, worked in Hospital Administration and the Steel Industry where he created the first European courses in Information Systems outside the computer industry. Then, in 1969, joining the team at the London School of Economics appointed to create teaching and research programmes in IS, he began looking for rigorous tools for treating organisations as information systems. The goal was to combine the kind of rigour needed for using IT with the respect for human and social behaviour essential for making sense of organisations. From the start, his team emphasised the importance of empirical methods and the need to create scientific results that can meet Popper's Refutationist criteria. Most of the key theoretical ideas had been developed before he moved in 1988 to the Chair of Information Management at the University of Twente in the Netherlands. There and at other centres, the theory was subjected to harsh testing in the analysis and design of a wide range of different organisational problems and computer applications. His team inaugurated this series of OS meetings in 1996. He retired in 1999 but remains very active.

### **Keynote Speech: Pragmatic qualities of information systems – actability criteria for design and evaluation**

**Speaker:** Prof. Göran Goldkuhl  
PhD, Professor in Information Systems Development  
Department of Management and Engineering,  
Linköping University & Department of Informatics,  
Jönköping International Business School  
Sweden



### **Abstract**

Information systems (IS) cannot be seen just as repositories of facts of the world. An IS is a communicative instrument in organisations. Actors can perform communicative actions by support of an IS. An IS is thus a mediator of communication and action between organisational actors. An IS is also an agent with capabilities to perform predefined communicative actions. This gives IS a dual role of an instrument for users and an agent interacting with users. These roles raise demands on pragmatic qualities of information systems. Information systems actability theory (ISAT) is a practical theory on information systems emphasising their pragmatic dimensions. ISAT gets its current theoretical backing from theories and knowledge traditions like pragmatic philosophy, speech act theory, classical semiotics, social action theories, affordance theory, semiotic HCI engineering, conversation analysis, discourse

theory and activity theory. As a practical theory, ISAT comprises a conceptualisation of IS and normative criteria which can be used for design and evaluation. There are different criteria depending on what pragmatic scope is applied. There are criteria associated with the user interacting with the system (interaction quality). There are criteria for a broader scope, the user-via-system-to-user communication (communication quality). There are criteria for an even broader pragmatic scope; the use of IS as part of a business process (process quality). The speech (and the paper) will describe such different criteria related to the different pragmatic scopes of an IS. Eighteen different actability criteria have been identified and they will be presented and clearly related to the ISAT conceptualisation of an IS.

### **About the Speaker**

Prof Göran Goldkuhl, PhD, is professor in information systems at Linköping University and (part-time) professor at Jönköping International Business School, Sweden. He is the director of the Swedish research network VITS ([www.vits.org](http://www.vits.org)), consisting of 40 researchers at eight Swedish universities. He has published several books and more than 100 research papers at conferences, in journals and as book chapters (see [www.ida.liu.se/~gorgo/engpub.html](http://www.ida.liu.se/~gorgo/engpub.html)). He is currently developing a family of theories and methods, which all are founded on socio-instrumental pragmatism; theories as Workpractice Theory, Business Action Theory, Information Systems Actability Theory; and methods for business process modelling, problem analysis, e-service design, interaction design and IS evaluation. He has a great interest in pragmatic and qualitative (interpretive) research methods and he has contributed to the development of Multi-Grounded Theory, (a modified version of Grounded Theory) and Practical Inquiry (a special kind of action research). He has been active in international research communities such as Language Action Perspective (LAP), Action in Language, Organisations and Information Systems (ALOIS), Enterprise Interoperability and Organisational Semiotics. He is mainly responsible for Ph D education in information systems at Linköping University and has been the supervisor for more than 15 PhD dissertations and more 35 Licentiate theses. At the moment he is responsible for and actively working with several e-government research projects. He is editor-in-chief for the open journal Systems, Signs & Actions ([www.sysiac.org](http://www.sysiac.org)). More information about Göran Goldkuhl can be found at [www.ida.liu.se/~gorgo/ggeng.html](http://www.ida.liu.se/~gorgo/ggeng.html).

### **Keynote Speech: Discovering Associative Knowledge for Decision Support**

**Speaker:** Prof. Guoqing Chen  
School of Economics and Management,  
Tsinghua University,  
China



### **Abstract**

Associative knowledge is of great interest in knowledge discovery from lager datasets and deemed important for intelligent decision making in business and engineering applications. In this context, the presentation aims at introducing recent efforts in finding useful patterns of associative nature, as well as highlighting future domains of theoretical and applied explorations. Primary attention will be paid to association rules, associative classification, and temporal relationships using data mining, fuzzy logic and related techniques.

### **About the Speaker**

Guoqing Chen received his Ph.D. from the Catholic University of Leuven (Belgium), and currently is China's National Chang-Jiang Scholars Professor of Information Systems. He is executive associate dean of Tsinghua

University's School of Economics and Management, and vice-chairman of Ministry of Education of China's Educational Steering Committee for Management Science and Engineering. Professor Chen also serves as president of China Association for Information Systems (CNAIS), and associate editor/area editor/EB member for international journals such as INS, IPM, FSS, I&M, IJUFKS, JSIS, FODM, etc. His research interests include KDD and decision-making, fuzzy logic and data modeling, e-business and IT management.

## **Keynote Speech: Lessons from Modern System Science for MIS**

**Speaker:** Prof. Yu Chen  
Information School,  
Renmin University of China,  
China



### **Abstract**

Obviously, Management Information System is a Complex System. Therefore, as the general methodology to understand, describe, management and control all kind of complex System, the Modern System Science is one of the theoretical basis for MIS as this discipline established. After 30 years rapid development, today's Information System has become much complex then before. Its function becomes richer, its structure became multi-hierarchical, the size of network has covered whole society, and more and more social and cultural factors have to be considered during the information system analysis and design. As researchers, we should pay more attention on the complexity of information system. In this meaning, newest progress of the Modern System Science can provide useful help for us.

Since the 30's of last century, the System Science has grown very fast. At the beginning, the background of the Complex System is a huge machine, the control, feedback, information were the main concerned. So-called System Engineering became very popular, and produced many useful methods and tools for engineers. However, when people tried to use this methodology in social and economic fields, many problems have emergent. Obviously, social and economic system will be much complex then any machine. We need new methodology to deal with complex system involved people. (The MIS is one of these systems. In 70's, people discuss self-organization, emergency of new feature and structure, they tried to find method from thermo-dynamics. In the middle of 90's, so-called CAS (Complex Adaptive System) Theory provided new approach: the Adaptation Builds Complexity. This new idea has spread very fast. Today many disciplines use the Multi Agent Modeling to understand and deal with various complex systems. In MIS, we also used these ideas into analysis and design process. As one of base stones of our discipline, the Modern System Science has already occupied important in our curriculum.

What are the most important lessons we should learned from Modern System Science? I think following several ideas should be considered.

1. Wholeness. One plus one greater than two. When several parts consists a whole, there are always some new feature and new quality emergent.
2. Process. Every system is dynamic, today's situation caused by yesterday's situation. History is the key to understand today.
3. Active Agent. Pay more attention on the "live" system, which consists of many Active Agents. These Agents can change them-self according to the environment, and these adaptation is the basic force causes system evolve ahead, and become more and more complex.
4. Artificial System. Artificial System has own principle which is different from Natural System. According to

Herbert Simon, we need a new science on Artificial. MIS is just a huge Artificial System.

MIS is a very practical fields, the real industry develops very fast, our theory and methodology always behinds practice. We should find new theory and methodology based on Chinese practice. In these aspects, to learn useful lessons from Modern System Science is a fruitful approach.

### **About the Speaker**

Yu Chen is Senior Professor in Information Management at Renmin University of China and Director of the Economic Science Lab at Renmin University of China. He also serves as chairman of Chinese Information Economics Society, and vice chairman of China Association for Information Systems (CNAIS). Over the last 30 years, He have written widely on the MIS (Management Information System), DSS (Decision Support System), Information Economics and System Science. He have followed the development introduced several new directions into China, as DSS, EC (Electronic Commerce), EG (Electronic Government) and so on. His most recent work has been conducted in EC area. In his Lab, several projects are in progress, including Theory on Information Economics, Theory on Information Resources, Game Theory and Chinese Traditional Culture, Service Economy and Modern Service Industry and so on.

# Oral Sessions

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## Oral Session 1: Organisational Semiotics (1)

Session Chair: TBD

Location: Room 408, Science Building

SN	Title	Author	Affiliation
1	“Hidden” Semiosis: Trusted Security Mediators	Timothy French, Kecheng Liu	Bedfordshire University, UK University of Reading, UK
2	Towards a Socially-constructed Meaning for Inclusive Social Network Systems	Vania Neris, Leonelo Almeida, Leonardo Miranda, Elaine Hayashi, Maria Cecilia Baranauskas	University of Campinas, Brazil
3	A Bibliometric Study on Organisational Semiotics Literatures	Yunchuan Zhang, Kecheng Liu	Wuhan University of Science and Technology, China
4	Incorporating Pragmatic Information in Personalized Recommendation Systems	Min Gao, zhongfu Wu, Jianjun Du	Chongqing University, China

## Oral Session 2: Information Systems (1)

Session Chair: Yanqing Duan, University of Bedfordshire, UK

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	An approach to Context-Aware Learning Content Management System for Personalized E-Learning Systems	Rajamenakshi Subramanian, JijiAngel Kevin	Centre for Development of Advanced Computing (C-DAC), India
2	A Comprehensive Data Management Mechanism for Workflow Systems	Shengli Wu, Yaxin Bi	University of Ulster, UK
3	Development of the Internet-based Fresh Produce Supply Chain in the UK SMEs	Xiaoxiao Xu, Yanqing Duan, Brian Mathews	University of Bedfordshire, UK
4	A FCM-Based Trust Model for Supply Chain	Lv Luowen, Pan Hong, Zhai Dongsheng	Beijing University of Technology, China

## Oral Session 3: Information Resource (1)

Session Chair: Wang Daoping, Beijing University of Science and Technology, China

Location: Room 418, Science Building

SN	Title	Author	Affiliation
1	A Fuzzy Real Option Model for Information Technology Investment Evaluation	Weimin Ma, Xiujuan Ma	Beihang University, China

2	Modelling Requirements of Supplier Selection for Benchmarking Service Provision	Lily Sun, Cleopa Mushi	University of Reading, UK
3	Study on the Supplier Selection Method based on Genetic Algorithm	Wang Daoping, Xu Zhiru, Yu Xin	Beijing University of Science and Technology, China
4	The Business Process Maturity Model – A tool to assess health of business processes	Mahesh Jadhav, Gauri Sapre	Rajiv Gandhi Infotech Park, India

## Oral Session 4: Organisational Semiotics (2)

Session Chair: TBD

Location: Room 408, Science Building

SN	Title	Author	Affiliation
1	Semiotic-Based Prototypicality Gradient	Xavier AIME, Francky TRICHET, Frederic Furst, pascale kuntz	University of Nantes, France
2	Semiotic Translation and Transformation in Source Code Development	Martin Wheatman	University of Reading, UK
3	Using Organisational Semiotics Methods for Information Systems Architecture Design	Aimin Luo, Kecheng Liu	University of Reading, UK

## Oral Session 5: Information Systems (2)

Session Chair: Janos J. Sarbo, Radboud University Nijmegen, Netherlands

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	Adaptive Service Oriented Architecture of Enterprise Content Management System	Huiying Gao, Wolffried Stucky, Jinghua Zhao, Zhijun Yan	Beijing Institute of Technology, China
2	On Well-formedness in Requirement Elicitation Processes	Janos Sarbo	Radboud University Nijmegen, Netherlands
3	Toward a Research Agenda for Semi-automatic Annotation of Web Services	Mohammad Mourhaf, AL Asswad, Sergio de Cesare, Mark Lycett	Brunel University, UK
4	Research on Customer Relationship Management of Based-Data Mining	Yuan Yongke, Wang Wei, Shi Feng	Beijing University of Technology, China

## Oral Session 6: Information Resource (2)

Session Chair: Sharm Manwani, Henley Business School, UK

Location: Room 418, Science Building

SN	Title	Author	Affiliation
1	The Strategy for Suppliers Coping with Retailers: An Applied Research on Drop-shipping Model	JianYuan Yan, Xia Cheng, ChunJuan Zhai,	NanKai University, China

2	Personality based Information Management	ChenHao Liu Stephen Gulliver, Gheorghita Ghinea, Hubert Grzybek	University of Reading, UK
3	IT-Enabled Change: A Lifecycle Approach	Sharm Manwani	Henley Business School, UK
4	Schema Instances Recoverability: An Approach centred on the Notion of 'Information Carrying'	Kaibo Xu, Junkang Feng	University of the West of Scotland, UK

### Oral Session 7: Organisational Semiotics (3)

Session Chair: TBD

Location: Room 408, Science Building

SN	Title	Author	Affiliation
1	Ubiquitous Monitoring and Behavioural Change: A Semiotic Perspective	Stuart Moran, Keiichi Nakata	University of Reading, UK
2	A Semiotic Approach in Analysing Intrinsic Values of Information for Decision-making	Binbin Liu, Keiichi Nakata	University of Reading, UK
3	Norm Based Agent for Generating Personalized Process	Weizi Li, Kecheng Liu, Shuzhang Li, Hongqiao Yang	Beijing Institute of Technology, China
4	An Improvement of Service Scheduling Based on Market Mechanism and Semantic	Wang Gang, FengXia Yin, ShengHai Zhong	AnKang University, China

### Oral Session 8: Information Systems (3)

Session Chair: Liu Lieli, Beihang University, China

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	Performance Modeling and Simulation for Enterprise Application Based on Queuing Theory	zhibin tian, wei sun, naishuo tian	Yanshan University, China
2	The Research of a Role-based Project Knowledge Management System	Lieli Liu, Qinghong Liu	Beihang University, China
3	The Simulation Model of E-government Performance on the Basis of System Dynamics	yan dan	Wuhan University of Technology, China
4	Research on the Evaluation Model for Selection of the Argument's Type and Content in Argumentation-based Negotiation of Agent	Guorui Jiang, Xiaoyu Hu	Beijing University of Technology, China

### Oral Session 9: Information Resource (3)

Session Chair: Haiying Ren, Beijing University of Technology, China

Location: Room 418, Science Building

SN	Title	Author	Affiliation
1	Consumer Privacy Protection in Mobile Commerce by Third-Party Mechanism: an Analysis based on Game Theory	Hao Huang, Lu Liu, Weijia You	Beihang University, China

2	Evaluation on Industrialization Potential of Olympic Technologies Based on D-S Theory	Haiying Ren, Shanbao Cheng	Beijing University of Technology, China
3	Value Chain Model of Knowledge Innovation in the Supply Chain	wu bing, Liu Zhongying	Tongji University, China

### Oral Session 10: Organisational Semiotics (4)

Session Chair: TBD

Location: Room 406, Science Building

SN	Title	Author	Affiliation
1	Lattice Particle Swarm Optimization with Applications to Clustering	Xiyu Liu, Yinghong Ma	Shandong Normal University, China
2	SCADA – System for Context Aware Driver Assistance: A Case Study using Semantic Approach	Saravanan kannan, Madhangi Muralidharan, Swarna j, Nivedhitha devi	VIT University, India
3	An Ontology-based Approach for Data Integration in Regionally Interoperable Healthcare Systems	Hongqiao Yang, Weizi Li	Chinese PLA General Hospital, China
4	A Bottom-up Model of Computational Semiotics	Ahmet Egesoy, Yasemin TOPALOGLU	Ege University, Turkey

### Oral Session 11: Information Systems (4)

Session Chair: Deng-Neng Chen, National Pingtung University of Science and Technology, Taiwan

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	Conceptual Data Model for Data Interchange between HR Information Systems	Roman Povalej, Wolffried Stucky, Peter Weiß	University of Karlsruhe (TH), Germany
2	Research on the Influential Factors on the Success of Commercialization of New Technology Based on the Environment	lucheng huang, ji wang	Beijing University of Technology, China
3	A Document Recommendation System Based on Collaborative Filtering and Personal Ontology	Deng-Neng Chen, Yao-Chun Chiang	National Pingtung University of Science and Technology, Taiwan
4	A Method to Government Performance Appraisal in E-government	Lin Ke, Yongke Yuan, Yunfeng Liu	Beijing University of Technology, China

### Oral Session 12: Information Resource (4)

Session Chair: Tiko Iyamu, University of the Western Cape, South Africa

Location: Room 418, Science Building

SN	Title	Author	Affiliation
1	Study on the theory and the model of process renovate in safety organization dissemination	zhenhong Yang, Tian Pan, Wen Yang	Xi'an University of Architecture & Technology, China
2	Strategic Approach for the Implementation of Enterprise Architecture: A	Tiko Iyamu	University of the Western Cape,

	Case Study of Two Organizations in South Africa		South Africa
3	Health Informatics: Improving Patient-Centered Healthcare Pathway	Khadidjatou Ousmanou, Fabian Chen, Lily Sun	University of Reading, UK
4	A Personalized Recommendation Algorithm Based on Associative Sets	Jiang Guorui, Qing Hai, Huang Tiyun	Beijing University of Technology, China

### Oral Session 13: Organisational Semiotics (5)

Session Chair: TBD

Location: Room 408, Science Building

SN	Title	Author	Affiliation
1	Implementing SNF-compliant software: MDA and Native Technology	Yasser Ades	University of Reading, UK
2	A Preliminary Definition of a Pragmatic and Semiotic Based Web-service Discovery Mechanism using Norm-based Computational Agent Behaviour within a SOA Context	Adrian Benfell, Kecheng Liu	University of Reading, UK
3	Semiotic Modelling for Complex Enterprise Systems	Kecheng Liu, Lily Sun, Wenge Rong	University of Reading, UK
4	A Behavioural Approach to Study Meaning in Organisations	Ana Isabel Canhoto	University of Reading, UK
5	Research on the Niche Model of the Virtual Cluster Enterprises	Chuanchen Wang	Publishing House of Eelectronics Industry, China

### Oral Session 14: Information Systems (5)

Session Chair: Xiuzhen Feng, Beijing University of Technology, China

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	The Simulation Analysis of the C2C e-business Model based on e3-value	Zhiyuan Ge, Lili Sun	Beijing University of Technology, China
2	The Role of Deputy in Successful ERP Implementation in China	Xiuzhen Feng, Michel Ehrenhard, Jeff Hicks	Beijing University of Technology, China
3	CPN-based Performance Simulation Research on Architecture Designs of Information Systems	Hui Du, Renchu Gan, Yuanxun Gu	Beijing Jiaotong University, China
4	Satisfaction Model of Multi-agent System	Fengling Xie, Guorui Jiang, Tiyun Huang	Beijing University of Technology, China

### Oral Session 15: Information Resource (5)

Session Chair: Huang Lucheng, Beijing University of Technology, China

Location: Room 418, Science Building

SN	Title	Author	Affiliation
1	Construction of Binary Relations in Presence of Multiple Attributes	Liping An,	Nankai University, China

2	Study on the R&D Industry Technology Roadmap	Lingyun Tong huang lucheng, ren weihong	Beijing University of Technology, China
3	Research on Programming of Enterprise Intelligence Management	Yongfang Yang, Daoping Wang, Xiuqin Xia	Beijing University of Science and Technology, China
4	A Study of Informatization Approaches for Community-based University Education	Jingshu Ji, Ziyou Shen	Beijing University of Technology, China

## Oral Session 16: Organisational Semiotics (6)

Session Chair: TBD

Location: Room 408, Science Building

SN	Title	Author	Affiliation
1	Information Flow based Semantic Integration: Analyzing the Relationship between the Initial Knowledge and the Final Result	Yang Wang, JunKang Feng	University of the West of Scotland, UK
2	Coarse-grain Architectures from Business Requirements: an Organisational Semiotics Approach	Iman Poernomo, George Tsaramirsis, Naibai Zhang	King's College London, UK
3	A Case Study on Modelling the Communication Structure of Critical Systems	Marcos Salenko Guimarães, M. Cecilia C. Baranauskas	Universidade Estadual de Campinas (UNICAMP), Brazil
4	Norm-based negotiation and coordination in E-government systems	Jingxia Wang, Renchu Gan, Ju Yanbing	Beijing Institute of Technology, China
5	An Analysis of the Process of Information Realization in Information Systems based on Hermeneutics and Semiotics	Sufen Wang, Xiaohong Hu, Junkang Feng	Donghua University, Shanghai, China

## Oral Session 17: Information Systems (6)

Session Chair: Yuying Wu, Beijing University of Technology, China

Location: Room 416, Science Building

SN	Title	Author	Affiliation
1	An Agent-Based Scheduling Method for Flexible Job Shops	Haiying Ren, Hongling Sun	Beijing University of Technology, China
2	Research on the Quantitative Evaluation of Government Websites	Changling Li, xinjin fu	Shandong University of Technology, China
3	A Study of One-to-Many Multi-Attribute Automated Negotiation	Yuying Wu, Lixing Zhang, Feng Yan	Beijing University of Technology, China
4	Delivery Credit Based Decision Model and Algorithm for Agile Supply Chain Scheduling	Hanlin Zhang, Guorui Jiang, Tiyun Huang	Beijing University of Technology, China

## Oral Session 18: Information Resource (6)

Session Chair: Yong-an Zhang, Beijing University of Technology, China

Location: Room 418, Science Building

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<b>SN</b>	<b>Title</b>	<b>Author</b>	<b>Affiliation</b>
1	IT Capability and Firm Performance Based on Dynamic Capability View	kuang zhijun	East China Jiaotong University, China
2	Research on synergy Based on synergy model for Corporation Diversification——A Case Study on Midea	Weiguo Lan, Yong-an Zhang, Li Yang	Beijing University of Technology, China
3	The Implementation of Electronic Records Management in Facilitating Knowledge Sharing at Software Development Projects	Hui Chen, Miguel Baptista Nunes, Lihong Zhou	University of Sheffield, UK
4	A Semiotic and Constructivist Paradigm in the Internet Information Provision	Ge Zhang	Beijing University of Technology, China

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# Instructions for Oral Presentations

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## **Devices Provided by the Conference Organizer:**

- Laptops (with MS-Office & Adobe Reader)
- Projectors & Screen
- Laser Sticks

## **Materials Provided by the Presenters:**

- PowerPoint or PDF files

## **Duration of each Presentation:**

- Regular Oral Session: about 20 minutes for each presentation, including Q&A
- Keynote Speech: about 50 minutes for each presentation, including Q&A

# Hotel Information

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## About Hotel

The conference will be held in the Grand Gongda Jianguo Hotel, which is invested by Beijing University of Technology and managed by BTG-Jianguo Hotels & Resorts Management Co. Ltd. Our hotel has 277 nicely decorated guest rooms and suites, three different flavors restaurants, modern meeting and banquet facilities, professional SPA services and other entertainments, such as KTV, billiards. This modern designed four-star commercial hotel within 40,000 square meters total construction area is ideally located at the east of Huawei Bridge crossing the 3rd ring road, close to the CBD area.

**Address:** No. 100 Pingleyuan, Chaoyang District, Beijing, China

## How to Get to the Hotel

Grand Gongda Jianguo Hotel is 30 miles away from Beijing Capital Airport, 18 miles away from Beijing West Railway Station and 8 miles away from Beijing Railway Station.

From Capital Airport:

Take a taxi to No. 100 Pingleyuan, Chaoyang District, Beijing (fee: about RMB 130. Time: about 80 minutes)

From Beijing Railway Station:

Take a taxi to No. 100 Pingleyuan, Chaoyang District, Beijing (fee: about RMB 35. Time: about 30 minutes)

From Beijing West Railway Station:

Take a taxi to No. 100 Pingleyuan, Chaoyang District, Beijing (fee: about RMB 70. Time: about 50 minutes)

For non-Chinese author, please show the following picture to the driver if you are taking a taxi:

**请送我到：  
朝阳区平乐园 100 号 工大建国饭店**

**Please take me to:  
Grand Gongda Jianguo Hotel, No. 100  
Pingleyuan, Chaoyang District**

# Contact Us

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## **Organizing Committee**

e-mail: [ICISO2009@easychair.org](mailto:ICISO2009@easychair.org)

## **Grand Gongda Jianguo Hotel**

Tel: 86-10-59795222

86-10-51286388

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