

The 18th International Conference on Innovation and Management (ICIM2021) Agenda

第 18 届创新与管理国际学术会议 (ICIM2021) 议程

October 28-29, 2021 (Beijing Time)

2021 年 10 月 28 日至 29 日

Opening Ceremony

October 28, 2021 19:30

Host: HE Yuan

Professor, Vice-Director of Division of International Exchange and Cooperation,
Chengdu University of Information Technology

开幕式

2021 年 10 月 28 日 19:30

主持人: 何源 教授

成都信息工程大学国际交流与合作处副处长

Time 时间	Agenda 议程
19:30—20:15	<p>Speaker: CHEN Xiaofang (Professor, Dean of School of Management, Wuhan University of Technology) Arnoldo de Hoyos Guevara (Professor, NEF Pontifical Catholic University of Sao Paulo, Brazil) Amir Mahmood (Professor, Dean of School of Business, Western Sydney University, Australia) Mohammad Ali Tareq (Doctor, University Technology Malaysia, Malaysia) QU Xiangyu (Professor, Wuhan University of Technology) HUANG Ping (Professor, Dean of School of Management, Chengdu University of Information Technology)</p> <p>发言人: 陈晓芳 (武汉理工大学, 教授, 管理学院院长) Arnoldo de Hoyos Guevara (巴西圣保罗天主教大学, 教授) Amir Mahmood (西悉尼大学, 教授, 商学院院长) Mohammad Ali Tareq (马来西亚理工大学, 博士) 瞿翔宇 (武汉理工大学, 教授) 黄萍 (成都信息工程大学, 教授, 管理学院院长)</p>

Theme Forum I

October 28, 2021 20:20

Moderator: XIE Kefan

Professor, School of management, Wuhan University of Technology

主题论坛一

2021 年 10 月 28 日 20:20

主持人: 谢科范 教授

武汉理工大学管理学院

Time 时间	Agenda 议程
20:20—20:35	Keynote speaker: Arnoldo de Hoyos Guevara Pontifical Catholic University of São Paulo Blockchain technologies in Smart Cities: a proposal for Autopoietic Smart Cities 嘉宾: Arnoldo de Hoyos Guevara 巴西圣保罗天主教大学 智能城市中的区块链技术: 关于自动生成智能城市的建议
20:35—20:50	Keynote speaker: Américo Rodrigues de Figueiredo Pontifical Catholic University of São Paulo Industry 4.0 movement in Brazil and the challenges of the productivity of the economy 嘉宾: Américo Rodrigues de Figueiredo 巴西圣保罗天主教大学 巴西工业 4.0 运动和经济生产力的挑战 Keynote speaker: Paulo Márcio da Silva Melo Universidade Salvador
20:50—21:05	The Pandemic of COVID-19 and the level of Digital Maturity of micro and small businesses, a global concern 嘉宾: Paulo Márcio da Silva Melo 巴西萨尔瓦多大学 新冠疫情与微型企业的数字成熟度: 一个全球关注点
21:05—21:20	Keynote speaker: Diego de Melo Conti Pontifical Catholic University of Campinas The relations between Sustainability and Quality in an Organizational Context 嘉宾: Diego de Melo Conti 巴西坎皮纳斯天主教大学 组织环境中可持续性质量之间的关系
21:20—21:35	Keynote speaker: Daniela Gasperin Pontifical Catholic University of São Paulo Strategic Planning of Resilient and Regenerative Cities: A Case Study on how new generations may contribute 嘉宾: Daniela Gasperin 巴西圣保罗天主教大学 弹性和再生城市的战略规划: 新一代如何做出贡献的案例研究
21:35—21:50	Keynote speaker: ZOU Wei Jiangnan University Research on Coordinated Development of Private Economy and Regional Economy 嘉宾: 邹蔚 江汉大学 民营经济与区域经济协调发展研究

Break

休息

Theme Forum II

October 29, 2021 09:30

Moderator: GAI Qiuyan

School of management, Chengdu University of Information Technology

主题论坛二

2021 年 10 月 29 日 09:30

主持人: 盖秋艳

成都信息工程大学管理学院教师

Time 时间	Agenda 议程
09:30—09:45	Keynote speaker: WANG Jing Chengdu University of Information Technology Research on Innovative Measures of Human Resource Management in Haier under the New Gig Economy 嘉宾: 王菁 成都信息工程大学 新零工经济下海尔人力资源管理创新措施研究
09:45—10:00	Keynote speaker: CHEN Liqian Qingdao University of Technology Shareholder Perks, Ownership Structure and Earnings Management 嘉宾: 陈丽茜 青岛理工大学 股东福利、股权结构与盈余管理
10:00—10:15	Keynote speaker: MA Binbin Chengdu University of Information Technology Study on sustainable development of Rural tourism in Chengdu -- Based on system dynamics model 嘉宾: 马彬斌 成都信息工程大学 成都市乡村旅游业可持续发展探究——基于系统动力学模型
10:15—10:30	Keynote speaker: YU Pei Wuhan University of Technology Who Plays the Leading Role in China's Hydrogen Fuel Cell Vehicle Innovation Network? Evidence from Case Analysis of Chinese and Japanese Enterprises 嘉宾: 余珮 武汉理工大学 谁在中国氢燃料电池汽车创新网络中扮演主角? ——基于中日企业的双案例分析
10:30—10:45	Keynote speaker: ZHU Jiahao Chengdu University of Information Technology Research on the Development of the Measuring Tool for Responsible Work Behavior Characteristics in Human-machine Cooperation 嘉宾: 朱家豪 成都信息工程大学 人机合作中负责任的工作行为特征测量工具开发研究

10:45—11:00	Keynote speaker: ZHAO Wei Chengdu University of Information Technology Sustainable Management of National Parks in China: Ensuring the Participation of Local Community and Stakeholder 嘉宾: 赵玮 成都信息工程大学 中国国家公园可持续管理: 确保当地社区和利益相关者的参与
11:00—11:15	Keynote speaker: Hu Shiyong Wuhan University of Technology The Analysis on Age Structure and Causes of Disability in the Elderly 嘉宾: 胡仕勇 武汉理工大学 老年人失能状态的年龄结构与原因分析
11:15—11:30	Keynote speaker: YU Ping Chengdu University of Information Technology The connection between Chinese middle class status identification and psychological quality: The mesomeric effect of self-efficacy 嘉宾: 余萍 成都信息工程大学 中国中产阶级主观阶层认同与心理素质的关系:自我效能感的中介效应
11:30—11:45	Keynote speaker: LIU GuoLong Wuhan University of Technology The Research on the Management of Complementary Brand Equity and Intangible Technological Assets along the Technology Life-cycle 嘉宾: 刘国龙 武汉理工大学 基于产品技术周期内品牌资产与无形技术资产互补性管理研究
11:45—12:00	Keynote speaker: SUN Yanling Chengdu University of Information Technology Research on the Causes and narrowing path of the digital divide in the era of New media — Based on a network news perspective 嘉宾: 孙艳玲 成都信息工程大学 新媒体时代数字鸿沟的成因及缩小路径研究——基于网络新闻视角
Lunch Break 午休	
<p style="text-align: center;">Theme Forum III</p> <p style="text-align: center;">October 29, 2021 14:15</p> <p style="text-align: center;">Moderator: LIU Kanning</p> <p style="text-align: center;">School of management, Chengdu University of Information Technology</p> <p style="text-align: center;">主题论坛三</p> <p style="text-align: center;">2021 年 10 月 29 日 14:15</p> <p style="text-align: center;">主持人: 刘侃宁</p> <p style="text-align: center;">成都信息工程大学管理学院教师</p>	

Time 时间	Agenda 议程
14:15—14:30	Keynote speaker: HUANG Han Wuhan University of Technology The Poly-Centric City model and Some Extensions: A Literature Review 嘉宾: 黄涵 武汉理工大学 多中心城市模型及拓展——文献综述
14:30—14:45	Keynote speaker: XU Shiying Chengdu University of Information Technology Measurement and Evaluation of High-Quality Urban Development in Southwest of China in the Context of Carbon Neutrality 嘉宾: 许世英 成都信息工程大学 碳中和背景下中国西部城市高质量发展测度及评价
14:45—15:00	Keynote speaker: HE Huimin Chengdu University of Information Technology Research on the "Three Forces" of Rural Labor Forces Returning Hometown to Start a Business from the Perspective of Push-Pull Theory 嘉宾: 何慧敏 成都信息工程大学 推-拉理论视角下农村劳动力返乡创业的“三力”研究
15:00—15:15	Keynote speaker: YAN Jingdong Wuhan University of Technology Research on the Construction Strategy of Science and Technology Service platform and Service system in The Corridor of Scientific and technological Innovation in Optics Valley 嘉宾: 晏敬东 武汉理工大学 光谷科创大走廊科技服务体系建设策略研究
15:15—15:30	Keynote speaker: Baira Faulks & Sergey Vasilev Wuhan University of Technology & Assistant to the Deputy of Russian State Duma Empowering Leadership and Sustainable Performance of Russian firms during COVID-19 pandemic 嘉宾: Baira Faulks & Sergey Vasilev 武汉理工大学&俄罗斯国家杜马代表助理 在 COVID-19 期间赋予俄罗斯公司领导力和可持续绩效
15:30—15:45	Keynote speaker: CHEN Zhiyuan Wuhan University of Technology Research on Evaluation of Emergency Logistics Capability of Hubei Commercial Circulation Industry Based on Improved Grey Relation Method 嘉宾: 陈致远 武汉理工大学 基于改进灰色关联法的湖北商贸流通业应急物流能力评价研究
15:45—16:00	Keynote speaker: HUAN Xiaolan Chengdu University of Information Technology Research on the Construction of Tourism Emergency Visualization System Based on Multi-track Data Fusion 嘉宾: 宦小岚 成都信息工程大学 基于多元轨迹数据融合的旅游应急可视化体系构建研究
16:00—16:15	Keynote speaker: GAO Tianjiao Wuhan University of Science and Technology Analysis of the Effect of Scientific and Technological Innovation on Upgrading of Equipment Manufacturing Industry 嘉宾: 高天骄 武汉科技大学 科技创新对我国装备制造业升级效应的分析

16:15—16:30	Keynote speaker: HAO Ruolin Chengdu University of Information Technology Research on the Model of Chengdu's Tourism Environmental Carrying Capacity Based on System Dynamics 嘉宾: 郝若琳 成都信息工程大学 基于系统动力学的成都市旅游环境承载力模型研究
16:30—16:45	Keynote speaker: MA Xiaoyu Wuhan University of Technology A Simulated Annealing-Based Consistency Improvement Method in Multiplicative Best Worst Method with Granular Computing 嘉宾: 马晓宇 武汉理工大学 基于模拟退火的粒乘性最优最劣方法的一致性改进方法
16:45—17:00	Keynote speaker: LONG Yao Chengdu University of Information Technology Study on the Evaluation of Emergency Management Capacity of Tourism Meteorological Disaster in Longmen Mountain Area Based on the AHP—Fuzzy Comprehensive Evaluation Method 嘉宾: 龙尧 成都信息工程大学 基于 AHP-模糊综合评价的龙门山区旅游气象灾害应急管理评价研究
Midway Break 中途休息	
<p style="text-align: center;"> Theme Forum IV October 29, 2021 19:00 Moderator: SONG Xueqian Professor, School of management, Chengdu University of Information Technology 主题论坛四 2021 年 10 月 29 日 19:00 主持人: 宋雪茜 教授 成都信息工程大学管理学院 </p>	
Time 时间	Agenda 议程
19:00—19:15	Keynote speaker: Fábio Rogério de Moraes Federal University of Rondônia The Evolution of The Brazilian Digital Payment Methods Market 嘉宾: Fábio Rogério de Moraes 巴西 Rondônia 联邦大学 巴西数字支付方式市场的演变
19:15—19:30	Keynote speaker: Alcides Luiz Neto Universidade Nove de Julho Daily Meetings as Solution to Communication Barriers of Virtual Team of Multiple Projects 嘉宾: Alcides Luiz Neto Nove de Julho 大学 日常会议解决多项目虚拟团队的沟通障碍

19:30—19:45	Keynote speaker: Ricardo Duarte Correa Universidade Nove de Julho Mechanisms for Capturing and Transferring Tacit Knowledge Between Projects 嘉宾: Ricardo Duarte Correa Nove de Julho 大学 项目间隐性知识的获取和转移机制
19:45—20:00	Keynote speaker: Leonardo Nelmi Trevisan Pontifical Catholic University of São Paulo Moral Harassment in the Brazilian Banking Sector as an Aggravation of Interpersonal Conflict 嘉宾: Leonardo Neomi Trevisan 巴西圣保罗天主教大学 巴西银行业的道德骚扰是人际关系冲突的加剧
20:00—20:15	Keynote speaker: Christian Gomes e Souza Munaier University of Sao Paulo Fighting sedentary lifestyle and obesity in the 21st century: what the fitness business services can learn from the tobacco industry 嘉宾: Christian Gomes e Souza Munaier 巴西圣保罗大学 对抗 21 世纪久坐不动的生活方式和肥胖: 健身商业服务可以从烟草行业学到什么?
<p style="text-align: center;"> Closing Ceremony October 29, 2021 20:30 Moderator: Li Guiqing Professor, Vice Dean, School of management, Chengdu University of Information Technology 闭幕式 2021 年 10 月 29 日 20:30 主持人: 李贵卿 教授 成都信息工程大学管理学院副院长 </p>	
Time 时间	Agenda 议程
20: 30-20: 50	Concluding remarks by XIA De (Vice Dean, School of Management, Wuhan University of Technology) 武汉理工大学管理学院副院长 夏德做总结发言 Concluding remarks by HUANG Ping (Dean, School of Management, Chengdu University of Information Technology) 成都信息工程大学管理学院院长 黄萍做总结发言