DMI 2024

The 3rd International Conference on
Digitalization and Management Innovation

Organized by

BEIJING WUZI UNIVERSITY

XIANGNAN UNIVERSITY

Conference Program

October 25-27, 2024

Beijing, China

DMI 2024
CONFERENCE PROGRAM

October 25-27, 2024 (GMT+8, Beijing Time)

Onsite at Beijing, China/ Online via MS Teams

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Part I Conference Schedule Summary

09:00-17:00	Onsite Registration[1] and MS Teams Online Conference Testing & Ice Breaking
	Notes: please show your paper ID to the Conference Secretary to get the conference materials and complete the onsite registration.

09:00-09:10	**Opening & Welcoming Remarks** *Prof. Dake Liu, Vice President, Beijing Wuzi University, China*
09:10-09:45	**Keynote Speech 1: Capturing the Potential of Absorptive Capacity in the Digital Age** *Prof. Felix Arndt, University of Guelph, Canada*
09:45-10:20	**Keynote Speech 2: Impact of Leadership Development on Women's Individual and Organizational Behaviours** *Prof. Karen Hopkins, University of Maryland, USA*
10:20-10:35	**Group Photo and Coffee Break**
10:35-11:10	**Keynote Speech 3: The Extension of Quality Principles into Modern Management** *Prof. Gilles Lambert, Strasbourg University, France*
11:10-11:45	**Keynote Speech 4: Supplier Selection and Personalized Pricing in a Supply Chain** *Prof. Jing Chen, Dalhousie University, Canada*
11:45-12:20	**Keynote Speech 5: Technology-Enabled Resilient Transparent Supply Chain Management** *Prof. Md. Mamun Habib, Independent University, Bangladesh*
12:20-14:00	**Lunch Break**
14:00-14:35	**Keynote Speech 6: AI and Database Applications Driving Business Innovation** *Prof. Elzbieta Pustulka, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland*
14:40-17:50	**Oral Session 1: Digitalization and Management Innovation (1)**
18:30-19:30	**Dinner**

09:00-11:50	**Oral Session 2: Digitalization and Management Innovation (2)**
11:50-12:00	**Closing Speech** *Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China*
12:00-18:00	**Free Activities**

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[1] The onsite registration desk is on the doorway of the First Floor Lecture Hall, Chongde Building at Beijing Suwzi University, China. To guarantee the international conference could be held smoothly in the campus of Beijing Wuzi University, foreign attendees will be requested to show your passports and Chinese attendees will be requested to show your ID cards to enter the campus during the conference period.

Part II Keynote Speeches

Keynote Speech 1: Capturing the Potential of Absorptive Capacity in the Digital Age

Prof. Felix Arndt,
Department of Management, University of Guelph, Canada

Biography: Felix Arndt is a Professor and the John F Wood Chair in Entrepreneurship in the Department of Management at the Gordon S Lang School of Business and Economics, University of Guelph, Canada, and a Research Fellow at the Center for Business and Sports of the Stockholm School of Economics, Sweden. Dr. Arndt's research agenda is centrally driven by the question of how novelty/change comes about in business settings. His work has been published or is about to be published in the Academy of Management Collections, the Journal of International Business Studies, the Journal of Management Studies, the Academy of Management Review, Human Resource Management among many others.

Abstract: "Absorptive capacity" a widely studied construct in management research, remains theoretically underdeveloped and practically largely irrelevant. In this presentation, Professor Arndt present new ideas to conceptualize an organizations' abilities to recognize, assimilate, and apply external knowledge. He presents ideas for different conceptualizations of absorptive capacity in the digital age. In addition, absorptive capacity research is classified in four schools of thought that have the potential to leverage progress in this area of research.

Keynote Speech 2: Impact of Leadership Development on Women's Individual and Organizational Behaviours

Prof. Karen Hopkins,
School of Social Work, University of Maryland, USA

Biography: Dr. Karen Hopkins is Professor and Co-Director of the Human-Centered Leadership in Health and Human Services Certificate at the School of Social Work, University of Maryland. She is the Academic Coordinator for the Graduate MSW/MBA dual degree and teaches courses in human service management and leadership and performance management. Her research with nonprofit and public agencies is related to supervision, management, and leadership practices and outcomes, performance management, workforce development, and organizational learning and capacity building. She is a

national peer reviewer for the Standards of Excellence Institute certification for nonprofits. She has served on the Boards of the Network for Social Work Management, Society for Social Work and Research (SSWR), and the Association of Community Organization and Social Administration (ACOSA). She is Co-Editor-in-Chief of the Human Services Organizations: Management, Leadership, and Governance journal. She received a PhD from the University of Chicago, MSW from the University of Pittsburgh, and a BS from the Pennsylvania State University.

Abstract: Despite the prevalence of women employed within health and human services, women have been especially underrepresented, unprepared, and unsupported in leadership development and roles. Our presentation will focus on our research with a sample of racially diverse women in a leadership development program and highlight the impact of their leadership learning and coaching on changes in individual, collective, and organizational behaviours. As women participants moved from learning to action, they applied a range of new ways of behaving and performing in their organizations that reflect more inclusive leadership styles and practices. We will also describe a Human-Centered Leadership development model focused on the unique leadership experiences and development needs of women that emphasizes meaningfulness, equity, agility and impact.
Keywords: Leadership Development, Women, Health and Human Services

Keynote Speech 3: The Extension of Quality Principles into Modern Management

Prof. Gilles Lambert, EM Strasbourg Business School, Strasbourg University, France

Biography: Gilles Lambert is a professor of management sciences at the Business School of Strasbourg University in France. His research work is in the field of corporate finance and focuses on real options, the performance of family businesses, and governance from a diversity perspective within the boards of directors of companies. In the field of organizational change, his work deals with the link between quality and learning, innovation management and creativity.

Abstract: The preoccupation with quality in our production systems has a history stretching back almost a hundred years. This requirement has accompanied the rise of our industries in the global race for large-scale production. In this contribution, we propose to look back at these quality approaches, discussing the contributions and traces they have left in the management of our contemporary companies. In the face of numerous works extolling the benefits of ceremonial adoption of such approaches, few have attempted to evaluate them objectively (Zbaracki 1998; Mukherjee, 1998; Bénézech & ali. 2001; Boiral 2003; Lambert & Ouédraogo, 2008). This is no doubt due to the fact that the standards, reference systems or certifications that embody them are essentially organizational in nature. And nothing is more difficult to apprehend than a change in organization. This is particularly true as quality standards can be interpreted in very different ways by companies, sometimes as mere labels recognizing excellence, sometimes as genuine tools for

change on which to build (Lambert & Ouédraogo 2010; Arab & Lambert, 2020). Here, we look back at this evolution and attempt to identify the principles at the very roots of these organizational change tools, which we believe are essential for modern management. Beyond the idea of highlighting best-practices and systematic process measurement, we show that the use of intuition and the role of organizational slacks, both vital in innovation dynamics, are at the heart of quality principles (Lambert; 2023).

Keywords: Total Quality Management, ISO 9000, Organization Change, Management Skills

Keynote Speech 4: Supplier Selection and Personalized Pricing in a Supply Chain

Prof. Jing Chen, Department of Management Science & Information Systems, Faculty of Management, Dalhousie University, Canada

Biography: Jing Chen holds the William A. Black Chair in Commerce and is a Professor in the Department of Management Science & Information Systems at the Faculty of Management, Dalhousie University. Her research interests include competitive channel and supply chain management, the interface between operations management and marketing, and customer returns. She has published over 90 papers in journals. She is currently serving as an Associate Editor for The International Journal of Management Science (OMEGA), The Journal of the Operational Research Society (JORS), and International Transactions in Operational Research (ITOR).

Abstract: This study examines how a retailer chooses suppliers and sets pricing strategies. The retailer can either select a single supplier, offering one product, or engage with two suppliers to provide quality-differentiated products. The retailer also needs to decide between uniform pricing and personalized pricing. The study finds that a retailer may prefer using both suppliers, even if one product does not sell. If the retailer opts for a single supplier, it chooses personalized pricing to maximize profit by adjusting prices based on consumer valuation. When selecting both suppliers, the pricing strategy depends on the cost of collecting consumer data. The retailer might use uniform or personalized pricing for both products or mix the two approaches, depending on the products' relative selling efficiency and the cost of collecting data on consumer valuation. When product quality can be endogenously determined, the retailer is more likely to engage both suppliers and adopt personalized pricing strategies.

Keynote Speech 5: Technology-Enabled Resilient Transparent Supply Chain Management

Prof. Md. Mamun Habib,
School of Business & Entrepreneurship (SBE), Independent University, Bangladesh; Visiting Scientist, University of Texas - Arlington (UTA), USA; Visiting Professor at Unirazak, Malaysia and UCSI, Malaysia; PUP, Philippines; Beijing Wuzi University, China; and Universitas Ciputra, Indonesia

Biography: Prof. Dr. Md. Mamun Habib is a Professor at the School of Business & Entrepreneurship (SBE), Independent University, Bangladesh (IUB). Dr. Habib is the Visiting Scientist at the Dept. of Industrial Engineering of University of Texas – Arlington, USA. He is also a Visiting Professor at Unirazak, Malaysia and UCSI, Malaysia; PUP, Philippines; Beijing Wuzi University, China; and Universitas Ciputra, Indonesia. At present, he is supervising twelve (12) Ph.D. scholars locally and internationally and earlier five (5) Ph.D. scholars have been graduated.

As a Ph.D. examiner, he has several Ph.D. involvements with UUM, UNIRAZAK, AIMST, UNITAR, Asia e University (AeU), Universiti Selangor (UNISEL), Universiti Putra Malaysia, Malaysia; Assumption University of Thailand; Institute for Technology and Management (ITM) – University, Birla Institute of Technology (BIT)–Deemed University, National Institute of Technology (NIT), SOA University, Chitkara University, Aligarh Muslim University, India; University of the Assumption, Philippines.

He has about 22 years' experience in the field of teaching, training, workshop, consultancy, and research.

Dr. Habib published about more than 230 research papers, including Conference Proceedings, Short Journal Papers, Journal articles, and book chapters/books. Among them, about 75 articles are WoS and Scopus Indexed.

He is the Editor-in-Chief in International Journal of Supply Chain Management (IJSCM), UK and International Supply Chain Technology Journal (ISCTJ), USA. He serves as the Editor-in-Chief/Lead Guest Editor/Editor/Editorial Board Member/Reviewer of more than 60 journals, particularly Elsevier (Scopus) and Thomson Reuters (Web of Science) Indexed Journals.

As a Keynote Speaker, he delivers lectures more than 85 international conferences at various countries, particularly USA, UK, Taiwan, China, Indonesia, Malaysia, Thailand, Singapore, Turkey, Korea, India, Philippines, Greece, Bulgaria, Australia, Italy, Nigeria etc.

He conducted more than 220 Webinar/Workshops/ Seminars locally and internationally.

He is involved in a few grant research projects in the USA, Malaysia, Thailand, Bulgaria, European Union, India, and Bangladesh.

He is a lead trainer at the Chartered Institute of Logistics and Transport (CILT) International, UK.

Earlier he was affiliated with BRAC University, Bangladesh; UNITAR International University, Malaysia; Universiti Utara Malaysia (UUM), American International University-Bangladesh (AIUB), Assumption University, Thailand.

He accomplished his Ph.D. and M.S. with outstanding performance in Computer & Engineering Management (CEM) under the Graduate School of Business (GSB) from Assumption University,

Thailand. His Ph.D. research was in the field of Supply Chain Management.

His core research areas are supply chain management, production & operations management, operations research, research methodology, engineering/technology management, and educational management.

Prof. Habib is an active member of different professional organizations, including IEEE (Senior Member); Chartered Fellow (FCILT), CILT International, UK; IEOM (President, SCM Technical Division); BSPUA (V.P, R & I); IETI (Senior Member and Board of Director); IRED (Fellow); GRDS (Vice-President) just to name a few.

He also serves as General Chair, Program Chair, Technical Chair, Organizing Committee Member, Technical Committee Member, Track Chair, Session Chair as well as Reviewer of numerous international conferences.

Finally, He is involved with QS World University Ranking/Times Higher Education Ranking as an academician.

Abstract: This keynote speech would demonstrate the theory and evolution of Supply Chain Management (SCM), as the least innovations in research, as well as highlight the chronological perspective of SCM in terms of the time frame in different areas of manufacturing and service industries. The objective of SCM is to incorporate activities across and within organizations for providing the customer/stakeholders value.

There are several attempts made by researchers and practitioners to appropriately define SCM. Amidst fierce competition in all industries, SCM has gradually been embraced as a proven managerial approach to achieving sustainable profits and growth. This keynote would illustrate SCM from the raw material materials to finished products, i.e., suppliers to consumer at the various industries. Due to the application of AI, Automation, Blockchain, Bigdata, etc., this keynote speech demonstrates technology-enabled SCM, eventually resilient transparent SCM for various industries.

Keynote Speech 6: AI and Database Applications Driving Business Innovation

Prof. Elzbieta Pustulka,
School of Business, University of Applied Sciences and Arts Northwestern Switzerland (FHNW in German), Switzerland

Biography: Dr. Pustulka is a Professor at the University of Applied Sciences and Arts of Northwestern Switzerland (called FHNW in German). She teaches databases and programming and does applied research in databases, machine learning and natural language processing.

She holds an MA from the Jagiellonian University of Krakow in Poland, a BA from the Open University in UK, and an MPhil and a PhD from the University of Glasgow in Scotland. She has

worked both in the industry and in academia, in Poland, Scotland, Germany, and Switzerland.
She supervised PhD students in Scotland, France and Switzerland in the areas of databases, bioinformatics, and visualisation. She held a research fellowship from the Medical Research Council UK and a Marie-Curie fellowship from the European Union. She is active in peer review and grant application reviewing for the European Science Foundation, Research Councils UK and BMBF (Germany).

Abstract: We focus on applied research which helps companies develop innovative products. Digitalisation is one of the main innovation drivers and leads to novel solutions which benefit from artificial intelligence, natural language processing, advanced databases and other technologies. Industry wants to innovate and approaches academics to provide technical expertise allowing them to go beyond the state of the art in computing. This talk will discuss three collaborative industrial developments which took advantage of recent developments based on machine learning technologies. The work covers the following business areas: gig platforms, insurance, and business information systems, also known as ERP. To round off, we present a fun development: an SQL learning game which is very popular with our students who take database courses at the FHNW.

Part III Oral Presentation

<u>**Oral Presentation Guidelines**</u>

- The oral presentations include the forms of onsite presentations and online presentations via **Microsoft Teams (MS Teams)** meeting. The online presentations include pre-recorded video presentations and oral presentations on live via MS Teams. The regular oral presentation is 15 minutes including 2-3 minutes for Q&A; the invited speech is 20 minutes including 2-3 minutes for Q&A.

- For onsite oral presentations, please make the following preparations:
  1) The presentation PowerPoint or PDF should be formatted with figures and tables, plain text is inappropriated;
  2) Speakers are recommended to bring their presentation data in the form of PPT or PDF by a USB memory stick and send one copy to the organizing committee as a backup. For those who have not sent a file to the committee or any update needed, please copy it to the laptop in the session room about 15 minutes before the start time, and make sure it could be normally displayed;

- For oral presentations on live, please refer to the official instructions on how to share content via MS Teams before the conference.

- The pre-recorded video should be uploaded to DMI2024 online submission system **before October 15, 2024** in the format of **.mp4** and time duration should be 15-20 mins.

- Visit *Here* to know How to record a video with PowerPoint.

- The PPT either for pre-recorded video presentation or oral presentation on live could design as you like with requirements as below:
  - ✓ The conference logo should be added to each PPT slide
  - ✓ Title, presenter and affiliation information should be indicated in the first slide
  - ✓ Each slide should be concise, uncluttered and readable from a distance
  - ✓ Include only key words and phrases for visual reinforcement

- All speakers should inform the Session Chair (before the start of your Session) that you are presented.

- Signed and stamped electronic oral presentation certificate would be issued via e-mail after the conference.

- About the Best Presentation:
  1) Each session will select one Best Oral Presentation, please ensure your Paper ID (DMI ****) is shown correctly on the first or last page at your presentation data.
  2) The best presenter of each session will be awarded with free registration for the next DMI.

DMI 2024 Oral Presentation Assessment

Dear participants,

After carefully listening to the presentations of this session, please kindly recommend two excellent Oral Presentations with reference to the following evaluation criteria.

The Session Chair will count the votes from each presentation and select ONE Best Oral Presentation in this session. If there is a tie, the Session Chair will make the final decision.

The winner will be announced at the official website after the conference.

You can refer to the following Criteria:

Items	Assessment
Content	Right, Logical, Original, Well-Structured
Language	Standard, Clear, Fluent, Natural
Performance	Spirited Appearance, Dress Appropriately, Behaves Naturally
PPT	Layout, Structure, Typeset, Animation, Multimedia
Reaction	Build a Good Atmosphere, Speech Time Control Properly

Please write down paper ID and give reasons for your recommendation:

Paper ID	Reasons

Evaluated by: _____ (Paper ID: _____)

Note: When the session finished, please fill it out and give it to the Session Chair so that the Best Oral Presentation in this session can be selected.

Oral Session 1: Digitalization and Management Innovation (1)

October 26, 2024 (Saturday) (GMT+8, Beijing Time)

Teams Link: http://www.academicconf.com/teamslink?confname=dmi2024
Onsite Venue: First Floor Lecture Hall, Chongde Building
Session Chair: Prof. Dimiter Velev, University of National and World Economy, Bulgaria

14:40-15:00	D1286 Invited	The Future of Business Innovation through Generative AI Technologies *Prof. Dimiter Velev, University of National and World Economy, Bulgaria*
15:00-15:15	D1202	ML-based AI Conceptual Framework for Assessing SMEs Digitalization Through the Lens of Sentiment Analysis *Assoc.Prof.Boryana Pelova, Sofia University "St. Kliment Ohridski", Bulgaria*
15:15-15:30	D1418	Dealing with Knowledge Hiding: Exploring the Roles of Humble Leadership, Leader Moral Credits and Leader Mindfulness *Dr. Giang Hoang, RMIT University, Vietnam*
15:30-15:45	D1449	Professional Identity and Willingness to Share Knowledge: A Comparative Study of IT and Traditional Engineers *Dr. Yingfei Heliot, University of Surrey, UK*
15:45-16:00	D1285	Analysis of the Metaverse Potential as a Digital Platform for Business Innovation *Prof. Dimiter Velev, University of National and World Economy, Bulgaria*
16:00-16:15	D1197	A Review of the Role of Digital Innovation in Sport Management *Dr. Tiancheng Chen, Communication University of China, China*
16:15-16:30		**Coffee Break**
16:30-16:45	D1270	The Factors Influencing the Successful of Homestay Development in Hunan Province: Based on the Rooted Theory *Ms. Yidan Zhu, Hunan Women's University, China*
16:45-17:00	D1237	Bionic Furniture Design Based on Digital Quantification Research: Application of Semiotics and Semantics *Dr. Xiaohong Lin, Hebei Academy of Fine Arts, China*
17:00-17:20	D1301 Invited (Online)	AI for Business Analytics and Intelligence: New Technologies that Help to Overcome Common Pitfalls *Dr. Jennifer Trelewicz, TGPO Consult, Ltd., Russia*
17:20-17:35	D1217 (Online)	Empowering IT-Supported Research Management: Leveraging Data Science Methods for Informed Decisions *Dr. Otmane Azeroual, German Centre for Higher Education Research and Science Studies, Germany*
17:35-17:50	D1278 (Online)	Digitalization Practices Flourish Rural Revitalization: Evidence from China *Ms. Xinli Shen, Zhejiang Tourism College, China*

Oral Session 2: Digitalization and Management Innovation (2)

October 27, 2024 (Sunday) (GMT+8, Beijing Time)

Teams Link: http://www.academicconf.com/teamslink?confname=dmi2024
Onsite Venue: Second Floor Room 213, Chongde Building
Session Chair: Dr. Yanting Dong, Beijing Wuzi University, China

09:00-09:20	D1310 Invited (Online)	Digitization and Older Workers' Entrepreneur Propensity *Assoc. Prof. Ting Zhang, University of Baltimore, USA*
09:20-09:35	D1293	Evaluating the Manufacturing Enterprises' Digitalization: From the Organization-Environment Nexus Perspective *Ms. Tianxin Chang, Beijing University of Technology, China*
09:35-09:50	D1236	Pricing, Capacity and Estimated Wait Times Decisions in the Ride-Hailing *Dr. Jie Yang, Taiyuan Science and Technology University, China*
09:50-10:05	D1420	Application of Policy Informatics Based on Refined Analysis of Policy Texts for Government and Society *Mr. Tinglin Li, University College London, UK*
10:05-10:20	D1409	Research on Cloud Platform Network Architecture Technology Based on Edge Computing *Dr. Xuliang Wang, The Open University of China, China*
10:20-10:35		**Coffee Break**
10:35-10:50	D1204	The Effect of Pay Satisfaction on Turnover Propensity of Technical Employees in Internet Enterprises in China *Prof. Jinqiang Xie, Beijing Wuzi University, China*
10:50-11:05	D1421	Research on the Development of Elderly Human Resources in China in the Age of Digital Economy *Ms. Jiamin Xu, Beijing Wuzi University, China*
11:05-11:20	D1225	Research on the Strategy of Innovation and Entrepreneurship Education in Higher Vocational Colleges from the Perspective of Rural Revitalization *Ms. Guoxun Yang, Beijing Wuzi University, China*
11:20-11:35	D1244	An Analysis of Collaborative-Innovation Development of "Three Educations" in China: a Perspective of Multiple Streams Theory *Dr. Yanting Dong, Beijing Wuzi University, China*
11:35-11:50	D1199	Research on the Existing Problems and Countermeasures of the Live Broadcast Marketing Mode of Publishing Institutions *Ms. Shijia Qiao, Beijing Wuzi University, China*

Below are pre-recorded video oral presentations that will be listed on the website of DMI2024 during the conference period.

	D1384	Organizational Learning in Support of Family Business Growth in North Macedonia *Dr. Ljupcho Efremov, American University of the Middle East, Kuwait*
	D1428	Leveraging XGBoost to Reduce Failure, Withdrawal, and Dropout Rates in Undergraduate Level Mathematics/Statistics Education *Dr. Shahabeddin Abbaspour Tazehkand, University of Central Florida, USA*

Part IV Conference Venue

Beijing Wuzi University (BWU)
Address: #321 Fuhe Street, Tongzhou District, Beijing, China
Tel: +86 010-89534111
Postal Code: 101149
Website: https://news.bwu.edu.cn/www.htm

Beijing Wuzi University (BWU) is located in the east of Chaoyang North Road, the core area of the Beijing subcenter, the source of the ancient Beijing Hangzhou Grand Canal, with profound cultural heritage and beautiful, pleasant surroundings.

BWU was founded in 1980. It was successively subordinate to the State General Administration of materials, the Ministry of materials and the Ministry of domestic trade, and was under the administration of Beijing in October 1998. In February 2018, with the approval of Beijing Municipal People's government, Beijing School of Business Science and Technology was incorporated into Beijing Wuzi University.

The campus covers an area of 45 hectares with a floor space of 200,000 square meters, with complete teaching, scientific research and living facilities.

BWU now has 8,000 enrolled students, which includes undergraduates, postgraduates and students from foreign countries. The amount of undergraduates is around 6000. The amount of postgraduates is around 1000. BWU has trained a large number of senior professionals in the field of circulation for the country in decades, especially in the logistics, securities and futures industries, graduates enjoy a high social reputation.

At present, BWU has established a good cooperation relationship with 68 universities or research institutions in 20 countries and regions, such as the United States, Germany, France, the United Kingdom, Australia, New Zealand, Japan, South Korea, etc.

Access to Beijing Wuzi University (BWU)

● **Route from Capital Airport to BWU**

1. Take the Tongzhou Airport bus and get off at Beiguan Huandao Station. Go 100 meters west and take bus No. 582 or 587 to Tianci Liangyuan Station.

2. Take a taxi directly from the Capital Airport to BWU about 20 kilometers, take the airport's second highway, the cost is less than 100 RMB.

● **Route from train station to BWU:**

1. From Beijing West Railway Station, take subway Line 9 to Baishiqiao South, change subway line 6 to Wuzi Xueyuan Road Station and get off at Exit A.

2. From Beijing Station, take subway Line 2 to Chaoyangmen, transfer to subway Line 6 and get off at Wuzi Xueyuan Road Station and exit from Exit A.

3. From Beijing South Railway Station, take subway Line 4 to Ping 'an Li, then change subway line 6 to Wuzi Xueyuan Road Station and get off at Exit A.

北京物资学院距天安门 20 公里，乘车路线如下：

●从首都机场来校路线
1. 首都国际机场通州方向的机场巴士，在北关环岛站下车，向西行 100 米乘坐 582、587 路公交车在天赐良园站下车即到。
2. 直接从首都机场打车到学校约 20 公里，走机场第二高速，费用在 100 元以内。

●从火车站来校路线
1. 由北京西站乘坐地铁 9 号线到白石桥南，换乘地铁 6 号线至物资学院路站下车，从 A 口出。
2. 由北京站乘坐地铁 2 号线到朝阳门，换乘地铁 6 号线至物资学院路站下车，从 A 口出。
3. 由北京南站乘坐地铁 4 号线到平安里，换乘地铁 6 号线至至物资学院路站下车，从 A 口出。

●自驾车来校路线
1. 沿京通快速路（通燕高速方向）西马庄收费站出口走辅路，见第一个红绿灯左拐前行 600 米即到。
2. 沿朝阳北路由西向东前行（几乎接近终点时）见北京物资学院路标左拐即到。
3. 沿通（州）顺（义）路由北向南前行见朝阳北路路标右拐，见北京物资学院路标右拐即到。

Part V Acknowledgements

On behalf of the DMI2024 Organizing Committee, we would like to take this opportunity to express our sincere gratitude to our participants. Without their support and contributions, we would not be able to hold the conference successfully in this special year. We would also like to express our acknowledgements to the Technical Program Committee members who have given their professional guidance and valuable advice as reviewers.

Special Thanks go to the supports from Beijing Wuzi University and Xiangnan University. Their continuous support and valuable opinions help us to meet the challenges of organizing the conference in this moment and those yet to come.

Below are the lists of the organizing committee members. For those who contribute to the success of the conference organization without listing the name here, we would love to say thanks as well.

Organizing Committee

Conference Co-Chairs

Prof. Dr. Jin Chen, Dean, Business School, Beijing Wuzi University, China
Prof. Dr. Bo Lyu, Executive Dean, Business School, Beijing Wuzi University, China
Prof. Dr. Hongru Zou, Secretary of CPC Committee, Xiangnan University, China

Technical Program Committee(TPC) Chair

Prof. Dr. Md. Mamun Habib, School of Business and Entrepreneurship, Independent University, Bangladesh; Visiting Scientist, University of Texas - Arlington (UTA), USA

Local Committee
E Chang, Secretary of the Party Committee of Business School, Beijing Wuzi University, China
Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China
Prof. Bo Lyu, Executive Dean, Business School, Beijing Wuzi University, China
Prof. Jinqiang Xie, Deputy-Director, Office of Academic Research, Beijing Wuzi University, China
Prof. Feng Li, Vice President of Research Institute of Business School, Beijing Wuzi University, China
Prof. Haishui Jin, Business School, Beijing Wuzi University, China
Prof. Huamao Tang, Business School, Beijing Wuzi University, China
Prof. Hua Liu, Business School, Beijing Wuzi University, China
Prof. Honglian Guo, Business School, Beijing Wuzi University, China
Prof. Qin Zhang, Business School, Beijing Wuzi University, China
Prof. Ji Ren, Business School, Beijing Wuzi University, China
Prof. Yan Zhang, Business School, Beijing Wuzi University, China
Prof. Xicai Zhang, Business School, Beijing Wuzi University, China
Prof. Wei Wei, Business School, Beijing Wuzi University, China
Prof. Xiaohui Li, Business School, Beijing Wuzi University, China

Technical Program Committee(TPC)

Dr. Bashir Ahmad, Professor, Al-Kawthar University, Pakistan

Dr. Belaid Aouni, Professor, College of Business and Economics, Qatar University, Qatar

Dr. Andrea Appolloni, Professor in Management, Tor Vergata University of Rome, Italy

Dr. Luis-Alberto Casado-Aranda, Assistant Professor, Department of Marketing and Market Research, University of Granada, Spain

Dr. Antonio J. Tallón-Ballesteros, Professor, Department of Electronic, Computer Systems and Automation Engineering, University of Huelva, Spain

Dr. Cristian Barra, Associate Professor of Economics, Department of Economics and Statistics (DISES), University of Salerno, Italy

Dr. Mattia Casula, Assistant Professor in Political Science & Public Administration (Tenure Track), University of Bologna, Italy

Dr. Esteban Alfaro Cortés, Associate Professor, Faculty of Economics and Business Sciences, University of Castilla-La Mancha - UCLM, Spain

Dr. Valentina Della Corte, Professor, Department of Economics, Management and Institutions, University of Naples Federico II, Italy

Dr. Rocky J. Dwyer, Professor, College of Management and Human Potential, Walden University, USA

Dr. Ljupcho Efremov, American University of the Middle East, Kuwait

Dr. Patrizia Garengo, Associate Professor, Department of Industrial Engineering, University of Padua, Italy

Dr. Omaima Hassan, Senior Lecturer, Department of Accounting and Finance, Aberdeen Business School, Robert Gordon University, UK

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