

第 25 屆海峽兩岸資訊管理發展與策略學術研討會(CSIM2019)

The 25th Cross Strait Conference of Information Management Development  
and Strategy (CSIM 2019)

2019年8月23-25日

中國，哈爾濱，哈爾濱工業大學



 [哈爾濱城市宣傳片](#)

主辦單位：哈爾濱工業大學，經濟與管理學院

協辦單位：中華民國資訊管理學會

會議地點：中國，哈爾濱，哈爾濱工業大學

大會主席：李一軍，哈爾濱工業大學

葉 強，哈爾濱工業大學

專案主席：張 楠，哈爾濱工業大學

朱洪文，哈爾濱工業大學

劉魯寧，哈爾濱工業大學

會議主題：大數據與商務分析

會議網址：<http://som.hit.edu.cn/html/2019-04/21283.html> ( 暫定 )

### 徵稿啟事

“海峽兩岸資訊管理發展與策略學術研討會”是海峽兩岸四地資訊管理領域的專家學者為促進兩岸學術交流、分享研究成果、加強科研合作、推動學科發展而舉辦的學術會議，自1994年起已先後在兩岸四地的大學中成功舉辦了24屆。第25屆海峽兩岸資訊管理發展與策略學術研討會由哈爾濱工業大學承辦，將於2019年8月23-25日在中國哈爾濱召開。會議將延續前24屆的優良傳統，秉承攜手共同研究與發展的原則，聯絡海峽兩岸四地資訊管理的專家學者聚首一堂，共同對資訊管理學科的最新發展及其創新應用進行深入探討與交流。會議圍繞大數據與商務分析及相關領域的前沿和熱點問題，以大會報告，分會場研討，海報展示等多種形式開展交流。熱忱歡迎兩岸四地資訊管理領域的專家學者踴躍投稿並到會交流。

#### 會議內容：(包括但不局限於下列課題)

大數據與商務智能 Big Data and Business Intelligence  
決策分析與視覺化 Decision Analytics & Visualization  
供應鏈分析與電子物流 Supply Chain Analytics & e-Logistics  
計算智能與智慧健康 Computational Intelligence in Smart Health  
社會計算與社會媒體 Social Computing & Social Media  
數位創新與轉型 Digital Innovation & Transformation  
數字創業 Digital Entrepreneurship  
資訊科技與社會轉型 IT and Social Changes  
支付創新 Innovation in Payment  
互聯網安全與隱私 Internet Security & Privacy  
區塊鏈與保險、銀行 Blockchain for Banking & Insurance  
金融市場預測分析 Predictive Analytics in Financial Industry  
電子商務戰略與模式 Electronic Business Strategies & Models  
電子商務使用者行為 Consumer Behavior in Electronic Business  
平臺驅動的智能城市 Platform-Driven Smart City  
智慧城市的複雜性與可持續性研究 Complexity & Sustainability for Smart City  
電子政務與智慧城市 E-Government & Smart City

#### 投稿類型：(中文或英文，論文格式請參考附件)

正式論文(Full papers)、研究進展(Research in progress)、海報(Poster)

#### 重要日期：2019.07.01 論文投稿截止日期

2019.07.29 論文評審結果通知

2019.08.05 論文返修截止日期，早鳥註冊截止

#### 投稿信箱：[csim2019@163.com](mailto:csim2019@163.com)

台灣投稿信箱：[wslin1949@gmail.com](mailto:wslin1949@gmail.com) (請寄 林文修教授)

高品質論文將有機會被推薦到 *Journal of Electronic Commerce Research* (SSCI, IF 1.667),  
*Internet Research* (SCIE, IF 3.838) 等期刊的 Fast-Track 進行評審  
(需對內容及長度進行拓展以滿足期刊要求)

|                 | <b>Early bird rates<br/>Before Aug. 5</b> | <b>Regular rates<br/>Aug. 5 – Aug. 22</b> | <b>Onsite rates<br/>After Aug. 23</b> |
|-----------------|---|---|---------------------------------------|
| <b>Teachers</b> | <b>RMB 1600</b>                           | <b>RMB 1800</b>                           | <b>RMB 2100</b>                       |
| <b>Students</b> | <b>RMB 1000</b>                           | <b>RMB 1200</b>                           | <b>RMB 1500</b>                       |

The registration fee includes conference materials, lunch meals, and Gala Dinner. Participants are responsible for their own travel and accommodation costs. Outstanding payments will be collected onsite and charged the onsite rates. Your conference registration only becomes effective upon receipt of payment on the registration fee. Once you have registered online, the conference organizer will send you the payment instructions. Payment is non-refundable and registration is not transferable to other parties.

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# **Instruction for CSIM 2019 Paper Submission**

## **Accepted submission types**

CSIM 2019 accepts full paper, research-in-progress, and poster in English, traditional Chinese, and Simplified Chinese. For manuscripts in Chinese, please provide abstract in both Chinese and English.

## **Structure of manuscript**

All submissions should include a title page and main text. The title page should include the title of the manuscript, authors' names and affiliations, abstract (up to 250 words), and up to five key words. Please see the last page of this document for an example. The main text should be categorized to sections and subsections, and each section and subsection should be numbered, for example,

1. Introduction
2. Literature Review
3. Theory and Hypothesis
  - 3.1 Model 1
  - 3.2 Model 2
4. Results
5. Concluding remarks
6. Acknowledgment
7. References
8. Appendices

## **General submission guide**

- All submissions should be edited by Microsoft Word.
- The length limit of the main text is 15 pages.
- All pages in the main text should be numbered in the right bottom.
- Page size: A4.
- Font: New Times Roman, 12pts.
- Section and subsection titles left aligned.
- Main text should be single spaced.
- Paragraphs separated by spaces.
- Footers should be referred to by superscript numbers.

## **Tables and Figures**

- Tables and figures are placed right after the paragraph in which they are first referred.

- Tables and figures should be aligned center.
- Each table and figure is consecutively numbered and has a title.
- Table titles should be at the head of tables.
- Figure titles should be at the bottom of figures.
- Notes should be inserted at the bottom of table and figure.

Table 1. Example of Table

|  |  |  |  |
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Notes: Standard errors are in parentheses. \* $p < 0.1$ . \*\* $p < 0.05$ . \*\*\* $p < 0.01$

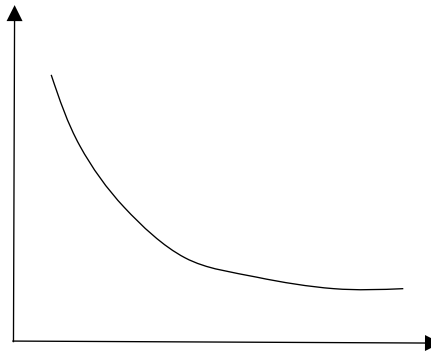


Figure 1. Example of Figure

### Citations

- Citations in text should be put within parentheses, for example,
  - Single author, (Starke, 2004),
  - Two authors, (Chau and Wang, 2015),
  - More than two authors, (Cheung et al., 2009),
  - Multiple citations, (Starke, 2004; Chau and Wang, 2015).
- Citations leading a sentence should include authors' name, followed by publishing year in parentheses, for example,
  - Yang and Chu (1990) find that ...
  - We follow Christopher (2001) ...

### Reference style

Please follow the American Psychological Association (APA) reference style. It is available in most reference formatting applications.

### Poster

Poster size should be 90cm in width and 120cm in height. Image quality no less than 300dpi.

## **Example of Title Page**

1<sup>st</sup> Author

Affiliation

E-mail

2<sup>nd</sup> author

Affiliation

E-mail

### **Abstract**

This sample document provides the authors with instructions to prepare camera-ready abstract to CSIM 2019. The title page should include the authors' names, affiliations, e-mail addresses, abstract, and keywords. The abstract should summarize the contents of the paper within 250 words, written in English.

Keywords: Keyword 1, keyword 2, no more than five keywords.

# 第 25 屆海峽兩岸資訊管理發展與策略學術研討會投稿要求

## 投稿類型

本次會議接受以下三種類型的中文（繁體或者簡體）或者英文投稿：正式論文、修改中的論文以及學術海報。中文投稿請務必同時提供中文和英文的摘要。

## 論文結構

投稿應包含封面頁和正文兩部分。封面頁需包括論文題目、作者姓名與單位、摘要（不多於 250 字）和關鍵字（不多於 5 個）。請參考本文檔的最後一頁提供的封面頁範例。正文應需分成多個段落，每個段落均需按序排版，例如：

- 一、引論
- 二、文獻綜述
- 三、研究方法
  - 3.1 模型一
  - 3.2 模型二
- 四、研究結果
- 五、後論
- 六、鳴謝
- 七、參考文獻
- 八、附錄

## 投稿格式

- 論文編排請採用 Microsoft Word；
- 正文長度不超過 15 頁；
- 請于正文每一頁的右下方標注頁碼；
- 頁面大小為 A4 格式；
- 字體採用 12 號字 New Times Roman；
- 段落標題請左對齊；
- 正文請採用單倍間距；
- 段落之間使用空行隔開；
- 註腳請採用上標。

## 表格以及插圖

- 表格和插圖應安置於提到該表格和插圖的段落之後；
- 表格和插圖應向中對齊；
- 每一個表格和插圖應按數字排序並命名；



- 表格名稱應置於表格的頂部；
- 插圖的名稱應置於插圖的底部；
- 注釋應置於緊接表格和插圖的位置。

表 1：表格範例

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注：標準誤差于括弧內給出。\* $p < 0.1$ ，\*\* $p < 0.05$ ，\*\*\* $p < 0.01$ 。

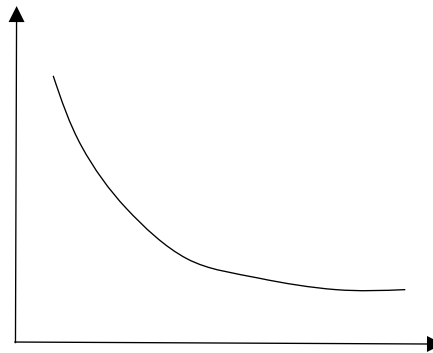


圖 1：圖片範例

## 文獻引用

- 正文中的文獻引用需要使用括弧標注作者姓氏以及出版年份，例如：
  - 單一作者，(Starke, 2004)，
  - 兩個作者，(Chau and Wang, 2015)，
  - 三個或以上作者，(Cheung et al., 2009)，
  - 同時引用多個文獻，(Starke, 2004; Chau and Wang, 2015)。
- 文句開頭的引用請先標注作者之姓氏，再加之出版年份于括弧內，例如：
  - Yang and Chu (1990) 證明了…
  - 本文依據 Christopher (2001) …

## 參考文獻樣式

請參考 American Psychological Association (APA) 的參考文獻樣式。此樣式在大部分參考文獻編輯應用中均有提供。

## 學術海報

學術海報的尺寸為 90cm 寬 \* 120cm 高，圖片品質不低於 300dpi。

## 封面頁範例

作者一  
單位名稱  
E-mail

作者二  
單位名稱  
E-mail

### 摘要

本文舉例說明第 25 屆海峽兩岸資訊管理發展與策略學術研討會論文投稿格式要求，供投稿人撰寫論文時參考之用。煩請務必依照本格式進行編排，若無法依規定進行排版者將不予刊登。論文來稿請附有中文及英文的封面頁，其中包含論文名稱、作者姓名與機構、摘要、關鍵字。摘要文長不超過 250 字。

關鍵字：關鍵字一、關鍵字二、至多五項。