Table of Contents

Special Issue from the 2nd International Conference on Logistics, Informatics and Service Science (LISS 2012) (Part 2)

Guest Editorial Preface

1 Zhenji Zhang, School of Economics and Management, Beijing Jiaotong University, Beijing, China
Runtong Zhang, Institute of Information Systems, Beijing Jiaotong University, Beijing, China
Shifeng Liu, Beijing Jiaotong University, Beijing, China

Research Articles

1 Construction and Arena Simulation of Grid M-Commerce Process
Dangqing Li, School of Economics and Management, Beijing Jiaotong University, Beijing, China
Dan Chang, School of Economics and Management, Beijing Jiaotong University, Beijing, China

19 Coordinated Drop Shipping Commitment Contract in Dual-Distribution Channel Supply Chain
Jinshi Zhao, Business College, Shanghai Normal University, Shanghai, China
Yongrui Duan, College of Economics and Management, Tongji University, Shanghai, China
Shijin Wang, College of Economics and Management, Tongji University, Shanghai, China
Jiazhen Huo, College of Economics and Management, Tongji University, Shanghai, China

31 Service Encapsulation-Based Model for Smart Campus
Ying Chen, Institute of Information Systems, Beijing Jiaotong University, Beijing, China
Runtong Zhang, Institute of Information Systems, Beijing Jiaotong University, Beijing, China
Shouyi Zhang, School of Mechanical, Electronic and Control Engineering, Beijing Jiaotong University, Beijing, China

42 A New Electronic Commerce Architecture in the Cloud
Guigang Zhang, Tsinghua University, Beijing, China
Chao Li, Tsinghua University, Beijing, China
Sixin Xue, Renmin University of China, Beijing, China
Yuenan Liu, Renmin University of China, Beijing, China
Yong Zhang, Tsinghua University, Beijing, China
Chunxiao Xing, Tsinghua University, Beijing, China

57 The Analysis of the Logistics Mode Decision to E-Commerce
Xiao Xiao, School of Economics and Management, Beijing Jiaotong University, Beijing, China
Yu Liu, School of Economics and Management, Beijing Jiaotong University, Beijing, China
Zhenji Zhang, School of Economics and Management, Beijing Jiaotong University, Beijing, China

71 Competitive Effects of Purchase-Based Targeted Advertising
Jianqiang Zhang, School of Economics and Management, Southeast University, Nanjing, Jiangsu Province, China
Weijun Zhong, School of Economics and Management, Southeast University, Nanjing, Jiangsu Province, China
Shue Mei, School of Economics and Management, Southeast University, Nanjing, Jiangsu Province, China