

ISSN: 1940-9893 Volume 11, Number 3, June 2018



Journal of Service Science and Management



ISSN: 1940-9893



www.scirp.org/journal/jssm

Journal Editorial Board

ISSN: 1940-9893 (Print), 1940-9907 (Online)

<http://www.scirp.org/journal/jssm>

Editor-in-Chief

Prof. Samuel Mendlinger Boston University, USA

Editorial Board

Prof. Helena Alves	University of Beira Interior, Portugal
Prof. Sónia R. Bentes	Lisbon Institute of Management and Accounting, Portugal
Prof. Chia-Fen Chi	National Taiwan University of Science and Technology, Chinese Taipei
Prof. Tsan-Ming Choi	The Hong Kong Polytechnic University, China
Prof. Leung Kit Nam Francis	City University of Hong Kong, China
Dr. Craig F. Freedman	Macquarie University, Australia
Prof. Md. Mamun Habib	University Utara Malaysia (UUM), Malaysia
Prof. Guangwei Hu	Nanjing University, China
Prof. Imed Kacem	Université Paul Verlaine Metz, France
Prof. Shih-Kung Lai	Tongji University, China
Prof. Patrick L. Leoni	Euromed Management, France
Prof. Eugene Levner	Bar Ilan University, Israel
Prof. Hans Lofsten	Chalmers University of Technology, Sweden
Dr. Orlando Troisi	University of Salerno, Italy
Prof. Sangbing Tsai	University of Electronic Science and Technology of China, China
Prof. Maria Vincenza Ciasullo	University of Salerno, Italy

Table of Contents

Volume 11 Number 3

June 2018

**Comparison and Optimization of Circulation Modes of Fresh Agricultural Products
Based on System Dynamics—The Case of China**

R. H. Xie, S. S. Han, Y. H. Jiang, Z. R. Peng.....297

Research on Social Responsibility Information Disclosure of Listed Dairy Companies in China

D. Wang, F. X. Liu.....323

The Demand of Voluntourism in a Developing Country

P. Suanpang, N. Srisuksai, P. Tansutichon.....333

Journal of Service Science and Management (JSSM)

Journal Information

SUBSCRIPTIONS

The *Journal of Service Science and Management* (Online at Scientific Research Publishing, www.SciRP.org) is published bimonthly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$89 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: sub@scirp.org

SERVICES

Advertisements

Advertisement Sales Department, E-mail: service@scirp.org

Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: sub@scirp.org

COPYRIGHT

Copyright and reuse rights for the front matter of the journal:

Copyright © 2018 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

Copyright for individual papers of the journal:

Copyright © 2018 by author(s) and Scientific Research Publishing Inc.

Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

Disclaimer of liability

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: jssm@scirp.org



Journal of Service Science & Management

ISSN 1940-9893 (Print), 1940-9907 (Online)

<http://www.scirp.org/journal/jssm>

Journal of Service Science & Management (JSSM) is an international multidisciplinary journal with the emphasis laid on the service innovation in the global economy and entrepreneurship, the latest management technologies. It also explores the contributions of knowledge discovery and information management research and applications. The goal of this journal is to keep a record of the state-of-the-art research and promote the fast moving service science and management technologies.

Editor-in-Chief

Prof. Samuel Mendlinger

Boston University, USA

Subject Coverage

All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed in hard copy. The journal publishes the highest quality, original papers included but not limited to the fields:

- Behavioral Health Services
- Building Services
- Business Intelligence
- Business Management
- Business Process Re-Engineering
- Children and Youth Services
- Computational Economics
- Customer Capital Management
- Data Mining and Knowledge Discovery
- Decision Support System
- Economics and Management
- Environment and Energy Management
- Financial Engineering
- Financial Services
- Flexible Services and Manufacturing
- Food Service
- Health Services
- Human Resources Management
- Information System Management
- Innovation and Entrepreneurship
- Intelligent Service
- Internet Services and Applications
- Knowledge Management and Semantic Web
- Managerial Economics
- Mental Health Services
- New Directions for Student Services
- Operational Research
- Pharmaceutical Health Services
- Planning, Scheduling and Project Management
- Psychological Services
- Public Administration
- Quality Management
- Regional Economics and Management
- Retailing and Consumer Services
- Risk Management
- Service Business
- Service Economics
- Service Industry Economics
- Service Oriented Computing and Applications
- Service Science
- Software Engineering Management
- Supply Chain Management
- System Management Theory
- Tourism and Travel Industry
- Urban Economics and Planning
- Web Based Services and Applications

We are also interested in short papers (letters) that clearly address a specific problem, and short survey or position papers that sketch the results or problems on a specific topic. Authors of selected short papers would be invited to write a regular paper on the same topic for future issues of the JSSM.

Notes for Intending Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Paper submission will be handled electronically through the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

Website and E-Mail

<http://www.scirp.org/journal/jssm>

E-mail: jssm@scirp.org

What is SCIRP?

Scientific Research Publishing (SCIRP) is one of the largest Open Access journal publishers. It is currently publishing more than 200 open access, online, peer-reviewed journals covering a wide range of academic disciplines. SCIRP serves the worldwide academic communities and contributes to the progress and application of science with its publication.

What is Open Access?

All original research papers published by SCIRP are made freely and permanently accessible online immediately upon publication. To be able to provide open access journals, SCIRP defrays operation costs from authors and subscription charges only for its printed version. Open access publishing allows an immediate, worldwide, barrier-free, open access to the full text of research papers, which is in the best interests of the scientific community.

- High visibility for maximum global exposure with open access publishing model
- Rigorous peer review of research papers
- Prompt faster publication with less cost
- Guaranteed targeted, multidisciplinary audience



**Scientific
Research
Publishing**

Website: <http://www.scirp.org>

Subscription: sub@scirp.org

Advertisement: service@scirp.org