

CSWIM 2016 Manual

Dalian • China

June, 25-26, 2016

Hosted by

- **Dalian University of Technology**
- **University of Texas at Dallas**
- **Dongbei University of Finance & Economics**

Sponsored By

- **National Natural Science Foundation of China**
- **Faculty of Management & Economics, DUT**



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Huimin (Min) Zhao	University of Wisconsin-Milwaukee, USA

Conference Program

Friday, June 24th

10:00-18:30	Registration	Lobby of DUT International Convention Center
18:00-19:30	Reception Buffet	Multifunction Hall of DUT International Convention Center (First Floor)

Saturday, June 25th

7:45	Shuttle start from Grand Hyatt Dalian		
8:00-8:30	Registration	Lobby of DUT International Convention Center	
8:30-8:45	Welcome Remarks: Wenli Li, Dalian University of Technology, Associate Dean of Faculty of Management and Economics Leon Zhao, City University of Hong Kong, Chair of the CSWIM Advisory Board		
8:45-9:30	Keynote Speech 1: System Intuition and its Roles in Decision Making and Innovation Wang Zhongtuo, Academician of Chinese Academy of Engineering		
9:30-10:15	Keynote Speech 2: The Road Ahead for IS Research and the MIS Quarterly Arun Rai, Editor-in-Chief of MIS Quarterly		
10:15-10:30	Coffee Break		
10:30-12:00	Parallel Sessions: A		
	Session A1: Online Reviews Chair: De Liu, University of Minnesota Peer Effects and the Production of Online Reviews Zhihong Ke, De Liu, and Alok Gupta Discussant: Karen Xie, University of Denver Do Online Reviews Matter?: An Empirical Study of Online Doctor Consultation Service Jiang Wu, Lusha Zhou, and	Session A2: Social Media Marketing Chair: Zhiling Guo, Singapore Management University What strategy is effective? Opening the black box of social media marketing Fei Wan, Fei Ren, and Yong Tan Discussant: Byungjoon Yoo, Seoul National University An Experimental Investigation of Product Competition and Marketing in Social Networks (best paper nominee) Cen Chen, Zhiling Guo,	Session A3: Pricing Chair: Yinliang Tan, Tulane University Strategic Analysis of the Agency Model for Digital Goods Yinliang Tan and Janice Carrillo Discussant: Qingning Cao, University of Science and Technology of China Impact of Network Externality on Intertemporal Mixed

	Bin Zhang Discussant: Xianghua Lu, Fudan University Investigating WOMs behind Crisis: Direct and Contingent Spillover Effect in Supply Chain Partnership Xiaolun Wang, Cenyang Yang, Cheng Zhang, and Hong Chen Discussant: Jifeng Luo, Shanghai Jiaotong University	Shih-Fen Cheng and Hoong Chuin Lau Discussant: Chulho Lee, Korea Advanced Institute of Science and Technology Interplay between Social Media and Traditional Media: A Study in the Motion Picture Industry Yinan Yu, Hailiang Chen, and Liangfei Qiu Discussant: Fei Ren, Peking University	Bundling Strategy for Information Products Xiaoxiao Luo, Minqiang Li, Nan Feng and Jin Tian Discussant: Yinliang Tan, Tulane University Consumers Behavior-Based Pricing for Online Group-buying Wei Li Discussant: Chao Ding, University of Hong Kong
12:00-13:30	Lunch	Multifunction Hall of DUT International Convention Center (First Floor)	
13:30-15:00	Parallel Sessions: B		
	Session B1: Business Analytics Chair: Bin Gu, Arizona State University Product Sales through Social Media: Alignment of Firm-Consumer Communication and Online Social Networking Platforms Chunxiao Li, Benjamin Shao, and Bin Gu Discussant: Cheng Zhang, Fudan University Competitive Analytics in Multi-channel Cross-Competitor Advertising Attribution Yiyi Li, Ying Xie, and Eric Zheng Discussant: De Liu, University of Minnesota Social Media Analytics for Discovering Adverse Safety Events for Patients with	Session B2: Mobile Chair: Byungjoon Yoo, Seoul National University Mobile App Recommendation: Maximize Total App Downloads Zhuohua Chen, Yinghui Yang, and Hongyan Liu Discussant: Yilu Zhou, Fordham University Announcing Privacy Threshold in Mobile Operation System Competition: Legal Collusion Zixuan Meng, Xue Tan, and Yong Tan Discussant: Juan Feng, City University of Hong Kong Is Casual Game Really Casual? An Empirical Analysis of Purchasing behavior in Mobile Casual Games Byungjoon Yoo, Moon Kyoung	Session B3: Crowdfunding Chair: Ling Ge, City University of Hong Kong Crowdfunding for Microfinance: The New Hope? Xuechen Luo, Ling Ge, and Chong Alex Wang Discussant: Wei Chen, University of Arizona A Cross-Platform Comparison of Crowdfunding: An Exploratory Study Qianzhou Du, Mi Zhou, Zhilei Qiao, Xuan Zhang, Alan Wang, and Weiguo Fan Discussant: Zhiling Guo, Singapore Management University Do Crowd-funders Invest in “Persons” or “Ideas”? A Text Mining Approach for

	Chronic Kidney Disease Yin Kang, Lina Zhou, Jeffrey Fink, and Rebecca Doerfler Discussant: Jian Ma, University of Colorado, Colorado Springs	Jang, and Changkeun Kim Discussant: Lei Wang, Penn State University	Crowd Funding Campaigns Wei Wang, Wei Chen, Kevin Zhu, and Hongwei Wang Discussant: Alex Wang, City University of Hong Kong
15:00-15:15	Coffee Break		
15:15-16:45	Panel: Meet the editors: Road to Relevance and Rigor, Local and Global Panelists: Sridhar Narasimhan (Chair/Moderator, former Senior Associate Dean, Co-Director of Business Analytics Center, Scheller College of Business, Georgia Institute of Technology) Elena Karahanna (Associate Editor of Management Science, former Senior Editor of Information Systems Research and MIS Quarterly) Subodha Kumar (Deputy Editor and Department Editor of Production and Operations Management, Associate Editor of Information Systems Research) Vijay Mookerjee (Senior Editor of Information Systems Research, Associate Editor of Management Science) Arun Rai (Editor-in-Chief of MIS Quarterly) Sean Xu (Senior Editor of MIS Quarterly)		
16:45-17:00	Coffee Break		
17:00-18:00	Parallel Sessions: C		
	Session C1: IT Capabilities Chair: Dawei Zhang, Lehigh University Managing Supply Base Complexity through All-in-One Intermediaries: IT-enabled Capabilities and Economic Outcomes J.J. Po-An Hsieh, Arun Rai, Sean Xin Xu, and Zhitao Yin Discussant: Ling Ge, City University of Hong Kong Do IT Investments Impact Ex-ante Firm Risk? - New Evidence from the Option Market Dawei Zhang and Barrie Nault Discussant: Lihui Lin,	Session C2: Data and Text Mining Chair: Juheng Zhang, University of Massachusetts Lowell Mining Hidden Information Juheng Zhang Discussant: Catherine Yang, UC Davis A Process Mining Framework for Analyzing Learning Clickstream Data Harry Wang, Gang Wang, and Mu He Discussant: Lina Zhou, University of Maryland, Baltimore County	Session C3: Algorithm Design Chair: Liwen Hou, Shanghai Jiaotong University A Modified Saving Algorithm for Vehicle Scheduling Problem Zheng Wang Discussant: Liwen Hou, Shanghai Jiaotong University A new hybrid rf-svm ensemble classification model for credit scoring Jiarui Chen and Jianrong Yao Discussant: Xiaobai Li, University of Massachusetts Lowell

	Tsinghua University		
18:00-18:30	Break		
18:30-21:00	Dinner	Multifunction Hall of DUT International Convention Center (First Floor)	
21:00	Shuttle back to hotels (Grand Hyatt, Bayshore Hotel, The Castle Hotel)		

Sunday, June 26th

8:00	Shuttle start from Grand Hyatt Dalian		
8:30-10:30	Parallel Sessions: D		
	Session D1: Behavioral IS Chair: Fang Chen, University of Manitoba Dual-process Accounts of Reasoning in User's Information System Risky Behavior Ying Li and Nan Zhang Discussant: Xin Luo, University of New Mexico Facing Saving and Resistance to Clinical Decision Support Systems Yajiong Xue and Huigang Liang Discussant: Nan Zhang, University of Jyväskylä Understanding Enterprise Information Systems Compliance – The Role of Social and Performance Contexts Jingmei Zhou and Yulin Fang Discussant: Huigang Liang, East Carolina University Exploring purchasing-reviewing promptness for online shopping Hua Yuan, Liangqiang Li,	Session D2: Online Market Chair: Jiahui Mo, Nanyang Technological University The Impact of Competing Tasks in Crowdsourcing Contests Jiahui Mo, Sumit Sarkar, and Syam Menon Discussant: Jinyang Zheng, University of Washington Lenders' Herd Behavior in Online Peer-to-Peer Lending Platforms Selection Xiangbin Yan, Yang Jiang, Yi-Chun Ho, and Yong Tan Discussant: Dawei Zhang, Lehigh University Seller Reputation, Buyer Informativeness and Trust in the Market—How does the Healthiness of an Online Market Impact Price Dispersion Yuewen Liu and Juan Feng Discussant: Xia Zhao, University of North Carolina at Greensboro An Empirical Investigation of Online Gray Market for Luxury Fashion Goods	Session D3: Emerging IT Phenomenon Chair: Weiguo Fan, Virginia Tech How Virtual Reality affects Perceived Learning Effectiveness: A Task-Technology Fit Perspective Xi Zhang, Shan Jiang, and Yongqiang Sun Discussant: Wei Zhang, University of Massachusetts Boston How Firms Develop Customer Agility and When Does Customer Agility Matter: Evidences from Game APP Development Shihao Zhou, Zhilei Qiao, Qianzhou Du, G. Alan Wang, and Weiguo Fan Discussant: Yang Pan, University of Maryland at College Park Can Money Buy Continuous Use? The Case for the Internet-Based IT Innovations Wei Zhang and Haiqing Bai

	Boyan Yao, and Yu Qian Discussant: Fang Chen, University of Manitoba	Xia Zhao, Kexin Zhao, and Jing Deng Discussant: Jiahui Mo, Nanyang Technological University	Discussant: Weiguo Fan, Virginia Tech “Invisible Enemies” New Entry Threats, Firm Performance and Board Capital Yang Pan Discussant: Juheng Zhang, University of Massachusetts Lowell
10:30-10:45	Coffee Break		
10:45-11:30	Keynote Speech 3: Analytics: Challenges Ahead Vijay Mookerjee (Senior Editor of Information Systems Research, Associate Editor of Management Science, Charles and Nancy Davidson Chair Professor at the University of Texas as Dallas)		
11:30-12:15	CSWIM 10-year celebration Best Paper Award Introduction to CSWIM 2017		
12:15-13:30	Lunch	Second Floor Restaurant of DUT International Convention Center	
13:30-15:00	Parallel Sessions: E		
	Session E1: Software Strategies Chair: Zhuoxin Li, Boston College “Release Early, Release Often”? The Impact of Release Frequency in Open-Source Software Co-Creation (best paper nominee) Wei Chen, Vish Krishnan and Kevin Zhu Discussant: Alan Wang, Virginia Tech Perpetual Licensing or Leasing of Software with Value Uncertainty Mingdi Xin Discussant: Zhizhong Zhou, Shanghai Jiaotong University	Session E2: Online Communities Chair: Zhongyun Zhou, Tongji University Helping Senior Participants Acquire the Right Type of Social Support in Online Communities Changyu Wang, Bin Zhu, Meiyun Zuo and Jingbo Hou Discussant: Kai-Lung Hui, Hong Kong University of Science and Technology Estimating External Motivating Factors in Virtual Inter-organizational Communities of Practice: Peer Effects and Organizational Influences Kexin Zhao, Bin Zhang, and	Session E3: Platform Strategies Chair: Ling Xue, Georgia State University Optimal Revenue-sharing Strategy in UGC Platform Lu Yang and Xiuwu Liao Discussant: Ming Fan, University of Washington Platform Endorsement V.S. User Generated Evaluation: Determinant for Sales on Online-Marketplace for Service Goods (best paper nominee) Jinyang Zheng, Youwei Wang, and Yong Tan Discussant: Ling Xue, Georgia State University

	Selling or leasing? Dynamic Pricing of Software with Upgrades (best paper nominee) Kunhao Jia and Xiuwu Liao Discussant: Mingdi Xin, University of California at Irvine	Xue Bai Discussant: Tianjie Deng, University of Denver Drivers and Impact of Routine Diversity and Change in Open Source Projects Tianjie Deng and William Robinson Discussant: Bin Zhang, University of Arizona	Investigating Interaction Effects between Vertical Integration and Platform Strategies- Evidence from China's Online Film Platforms Xing Wan and Nianxin Wang Discussant: Yingda Zhai, University of Texas at Austin
15:15-15:30	Coffee Break		
15:30-17:00	Parallel Sessions: F		
	Session F1: Word-of-Mouth Chair: Karen Xie, University of Denver Management Response to Online WOM: Helpful or Detrimental? (best paper nominee) Young Jin Lee, Karen Xie, and Ali Besharat Discussant: Fang Yin, University of Oregon Love Makes You Blind - A Study of Rating Differences among Groups on Online Travel Reviews Daehwan Ahn, Hyanghee Park, and Byungjoon Yoo Discussant: Bin Zhu, Oregon State University The Effect of EWOM on Online Sales of O2O Retailer: An Empirical Study Lirong Chen and Wenli Li Discussant: Mohan Wang, Soochow University	Session F2: Impact of Information Chair: Hong Xu, Hong Kong University of Science and Technology Personality Information Sharing in the Supply Chain Management Models Xiuyan Ma Discussant: Hao Xia, Harbin Institute of Technology The effect of online product reviews on the openness of e-commerce platform Wen Song and Wenli Li Discussant: Hong Xu, Hong Kong University of Science and Technology How Social Ties Influence Consumer: Evidence from Event-related Potentials Zhong Yao and Jing Luan Discussant: Zhongyun Zhou, Tongji University	Session F3: IT and Finance Chair: Harry Wang, University of Delaware Corporate Risk Disclosures and Audit Fees: A Text Mining Approach Rong Yang, Yang Yu, Manlu Liu, and Ke-An Wu Discussant: Jingguo Wang, The University of Texas at Arlington, Analysis of the Network structure of the China Stock Market Xian Cheng, Sahoyi Liao, Hui Zhu, and Zhongsheng Hua Discussant: Harry Wang, University of Delaware Employee Satisfaction and Corporate Performance: A Text Mining Study on Glassdoor.com Ning Luo, Yilu Zhou, and Xinmiao Li Discussant: Yang Yu, Rochester Institute of Technology

17:00-18:00	Break	
18:00-21:00	Dinner	Second Floor Restaurant of DUT International Convention Center
21:00	Shuttle back to hotels (Grand Hyatt, Bayshore Hotel, The Castle Hotel)	

Keynote Speakers

Keynote Speech 1: Wang Zhongtuo, Academician of Chinese Academy of Engineering



Wang Zhongtuo is a professor of Institute of Systems Engineering, Dalian University of Technology (DUT), and the member of Chinese Academy of Engineering (CAE).

In fifties of last century, he joined the Department of Electrical Engineering, DUT. As the founder of Department of Control Engineering of DUT, he made a lot of contributions to the teaching and research works in the field of optimizing control and computer applications in industry.

In the year of 1977, he and other professors from famous universities of China initiated to establish the national graduate teaching and programs of Systems Engineering. As one of the originators of Ph.D Program and the founder of Institute of Systems Engineering of DUT, he devoted himself to the tasks of theoretical research in many aspects including decision science, complex system, etc. As a leader he has completed many projects from government and enterprises covering the strategic analysis of regional economic development, production planning of the petroleum refinery, planning and scheduling of the construction projects, and applications of information technology to the management reform.

In the years 1986-1988, he worked in International Institute for Applied Systems Analysis (IIASA) in Vienna, Austria as the head of international collaborative project and was well known internationally for his contributions.

He has published 14 books and 9 translations, and more than 140 academic papers and reports.

He received 2 national awards, and 9 awards from ministries of Chinese government. He is now working in Knowledge Management and Complex Systems Engineering.

Keynote Speech 2: Arun Rai, Editor-in-Chief of MISQ



Arun Rai is Regents' Professor of the University System of Georgia at the Robinson College of Business at Georgia State University. He holds the Robinson Chair of IT-enabled Supply Chains and Process Innovation and the Harkins Chair of Information Systems. He is currently serving as the Editor-in-Chief of MIS Quarterly. He was named Fellow of the Association for Information Systems in 2010 for outstanding contributions in research, teaching, and service to the Information Systems discipline, and received the INFORMS Information Systems Society Distinguished Fellow Award in 2014 for outstanding intellectual contributions to the Information Systems discipline. He is a four-time recipient of the Robinson College of Business Faculty Recognition Award for Research, has received the Robinson College of Business Faculty Recognition Awards for Teaching and for Service, and was appointed Regents' Professor in 2006 for outstanding contributions in research, teaching, and service.

For over 25 years, Dr. Rai's research has examined how organizations can leverage information technologies in their strategies, inter-organizational relationships, and processes, and how systems can be successfully developed, implemented, and utilized to address business and societal problems. His studies have been sponsored by major organizations across sectors (e.g., IT, healthcare, automotives, transportation, manufacturing, financial services, government) as well as by thought leadership forums and government agencies. Dr. Rai has published over 100 peer-reviewed journal articles and is ranked among the top scholars for publications in the Information Systems discipline's premier journals. His work has been extensively cited in the Information Systems discipline and in the top journals of other disciplines including Accounting, Computer Science, Education, Healthcare, Marketing, Operations Management, Strategic Management, and Psychology. He has also given over 100 invited talks and keynotes to both academic and industry audiences.

Dr. Rai has chaired 29 doctoral dissertations and served as committee member on another thirty. Several of his former Ph.D. students hold senior leadership positions at their universities as well as at leading scholarly journals and professional organizations. He has developed and taught courses at the master's and doctoral levels related to IT and strategy, supply chain management, technology and innovation, theory development and research design, and a variety of research methods. He has also developed and delivered executive education programs for major organizations, has consulted with C-level executives on digital innovation, and serves on the Board of Directors for a multinational healthcare corporation and for a leading hospital system in India.

Dr. Rai co-founded the Robinson College of Business' Center for Process Innovation (CEPRIN), an interdisciplinary research center on digital innovation that promotes industry-university partnerships. He serves as the Director for CEPRIN's interdisciplinary Ph.D. program and recently completed a third three-year term as Chair of the Robinson College of Business Promotion and

Tenure Committee. He has served as Senior Editor and Associate Editor for Information Systems Research, MIS Quarterly, and Management Science, and as a panelist for the National Science Foundation.

Keynote Speech 3: Vijay Mookerjee, Senior Editor of ISR



Mookerjee knew as a child that he wanted to be a teacher. His mother, father, uncles, aunts and grandparents have been teachers. After he earned his bachelor of engineering from Nagpur University in India, he worked for a software company in the early 1980s and his interest in information technology and its possibilities grew.

His research interests include social networks, managerial issues in information security, optimal software development methodologies, storage and cache management, content delivery systems, and the economic design of expert systems and machine learning systems.

In 2011, his research on how companies can improve the online forum experience for customers won the Best Paper award at the Conference on Information Systems and Technology, which is held in conjunction with the Institute for Operations Research and the Management Sciences (INFORMS) national meeting. In the co-authored paper, Mookerjee, his wife, Dr. Radha Mookerjee, and another colleague created a computer program that can help companies determine when they should provide expert input to customers using online forums.

Mookerjee said he is most proud of being named a fellow of the Information Systems section of INFORMS.

He is senior editor of Information Systems Research. He serves as an associate editor of several leading journals, including Decision Support Systems, Management Science: Information Systems Department, INFORMS Journal on Computing: Telecommunications and E-Commerce Area, Information Technology and Management and Journal of Data Management.

He has published in several journals, including Information Systems, Computer Science, and Operations Research.

He has been involved with the Workshop on Information Technologies and Systems (WITS), serving as co-chair of the WITS workshop in Australia in 2000.

Prior to joining UT Dallas in 2001, he taught at the University of Washington, where he received the PhD Mentor of the Year award. He earned his PGDM in systems and marketing from the Indian Institute of Management. He earned his PhD in management with a major in management information systems from Purdue University.

Panel

Meet the editors: Road to Relevance and Rigor, Local and Global

Chair/Moderator

Sridhar Narasimhan (Former Senior Associate Dean, Co-Director of Business Analytics Center, Scheller College of Business, Georgia Institute of Technology)

Panelists

Elena Karahanna (Associate Editor of Management Science, former Senior Editor of Information Systems Research and MIS Quarterly)

Subodha Kumar (Deputy Editor and Department Editor of Production and Operations Management, Associate Editor of Information Systems Research Journal)

Vijay Mookerjee (Senior Editor of Information Systems Research, Associate Editor of Management Science)

Arun Rai (Editor-in-Chief of MIS Quarterly)

Sean Xu (Senior Editor of MIS Quarterly)

Accommodation

1. DUT International Convention Center（大连理工大学国际会议中心）

Room rates: RMB 330/night, with breakfast for two persons

Tel: +86-0411-6262 8888-03

Add: No.2 Linggong Road, Dalian (Located inside DUT)

2. Grand Hyatt Dalian（大连君越酒店）

Room rates: From RMB 1400/night, discounts for early reservations

Tel: +86-0411-3988 1234

Add: No. 33 C3 Zone, Xinghai Square, Dalian

<http://dalian.grand.hyatt.com/en/hotel/home.html>

3. The Castle Hotel（城堡酒店）

Room rates: From RMB 1030/night, discounts for early reservations

Tel: +86-400-636-6636

Add: No. 600 Binhai West Road, Shahekou District, Dalian

<http://www.thecastlehotel.cn/>

4. Bayshore Hotel (星海假日酒店)

Room rates: From RMB 513/night, discounts for early reservations

Tel: +86-0411-84677777

Add: No.32 C1 Zone, Xinghai Square, Dalian

<http://bayshorehoteldalian.com/>

Key Contacts at DUT

Chief Coordinator	Wenli Li (李文立)	13654921899
	Qingfei Min (闵庆飞)	13942817580
Reception Group		
Coordinator (Registration, cashier, accomodations, meals, etc.)	Gang Qu (曲刚)	13840997979
Coordinator (Transportation, Conference Venue Service, Tea break, etc.)	Wei Liu (刘伟)	15998655838
Coordinator (Conference documents, Invitation Letter, Network and technical support)	Zhiyong Liu (刘志勇)	13354055545
Secretary Group		
Conference Venue Service	Ying Li (李瀛)	15524604505
Invitation Letter, Notification	Huifang Li (李慧芳)	18823343161
Conference Documents	Jiajing Lu (卢珈璟)	18842601821
Document Translation	Yuxin Wang (王雨心)	18842686393
Laptop and Projector	Xiaodan Liu (刘晓丹)	18840866025
WIFI and Technical Support	Huan Liang (梁欢)	15801002513

Medical Service

Medical Emergency: In case of a medical emergency, please call 120 immediately, and then notify the conference staff.

Contact: Gang Qu

Telephone: 86-13840997979

Hospital Contact Information:

Dalian Municipal Central Hospital Affiliated Of Dalian Medical University （大连医科大学附属大连市中心医院）

Phone: 0411-84412001

The Second Hospital of Dalian Medical University （大连医科大学附属第二医院）

Phone: 0411-84671291

Direction & Maps

From **Dalian International Airport** (大连国际机场) to **DUT International Convention Center** (大连理工大学国际会议中心)



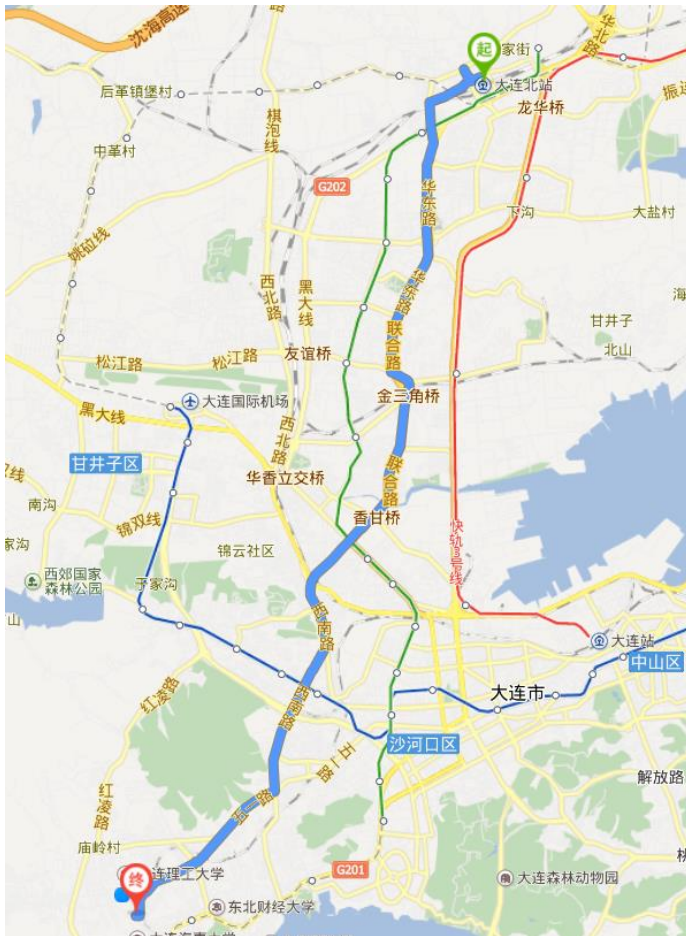
Taxi: About 13.5km
(Approximately ¥31)

From **Dalian Railway Station** (大连站) to **DUT International Convention Center** (大连理工大学国际会议中心)



Taxi: About 12km
(Approximately ¥30)

From **Dalian North Railway Station** (大连北站) to **DUT International Convention Center** (大连理工大学国际会议中心)



Taxi: About 20km
(Approximately ¥45)

Attractions

Xinhai Square (星海广场)

Xinghai Square, the world's largest city square, is one of the symbols of Dalian city. The total area is 1.76 million square meters. And the outer circumference is 2.5 kilometers. This project was completed on June 30, 1997. The square, with the white marble Huabiao in the middle, was built to commemorate Hong Kong's return to the motherland. There are nine dragons decorated on the base of it, meaning that all Chinese people are descendants of the dragon.

星海广场，世界最大的城市广场，是大连市的城市标志之一。总占地面积 176 万平方米，外圈周长 2.5 公里。工程竣工于 1997 年 6 月 30 日。广场中央设有汉白玉华表，以此纪念香港回归祖国。华表底座和柱身共饰有 9 条巨龙，寓意九州华夏儿女都是龙的传人。



Binhai Road (滨海路)

Binhai Road is 32.5-kilometer-long, ranging from Haizhiyun Square to Xinhai Square. The most famous distance with the largest number of visitors is the middle of the tourist belt, ranging from Laohutan Ocean Park to Fujiazhuang Park. One side of the road is foothills which change the scene with the seasons. Another side is the views of wide sea and various reef islands. Binhai Road is beautiful and impressive.

滨海路东起海之韵广场，西至星海广场，全长 32 公里。其中最有名、来访人数最多的一段是其中段，从老虎滩海洋公园开始到傅家庄公园结束。一边是景色随四季不断变迁的山麓，一边是烟波浩淼的大海和千姿百态的礁石岛屿。滨海路沿途奇景叠出，美不胜收，让人印象深刻。



Golden Pebble Beach (金石滩)

Golden Pebble Beach is the national scenic region, as well as the State-level 4A Tourist Area. It is located in the northeast of Dalian, with the land area of 62 square kilometers and the sea area of 58 square kilometers. The beach is warm in winter and cool in summer. The main attractions are the Golden Coast, Coastal Geological Park, Stone Museum, Discoveryland Theme Park, and so on.

金石滩是国家级风景名胜区、国家 4A 级旅游景区。位于大连市区东北部，全区陆地面积 62 平方公里，海域面积 58 平方公里。这里冬暖夏凉，气候宜人。主要景点有黄金海岸、滨海地质公园、金石蜡像馆、发现王国等。

