

CONTENTS

Part 1

The Application of AI Innovation in Business Innovation

Development of a System for Automatic Classification of Fake News in Portuguese Language Roger Oliveira Monteiro , Rodrigo Ramos Nogueira	1
The Sixth Wave of Innovation: Artificial Intelligence and The Impacts on Employment Marcelo Augusto Vieira Graglia, Patricia Giannoccaro Von Huelsen, José Arnaldo de Hoyos Guevara.....	6
Does Viral Marketing create Brand Awareness? An Exploratory Study with University Students Rafael Taino, Rafael Rodrigues Cardoso, Alexandre Luzzi Las Casas, ArnoldJose de Hoyos Guevara.....	17
Improved Genetic Algorithm for Solving TSP Li Yigao, Han Hua.....	24
How Does Leader’s Support for Eco-Innovation Promote Corporate Environmental Responsibility in Organization? Goli Yao Sidoine, Ye Jianmu, Ye Yongling.....	35
Research on the Impact of High-tech Enterprise Technology Diversification Development Strategy on Enterprise Performance Mou Jiongxu, Liu Ying.....	42
Research on the Development Trend of Global Face Recognition Industry Based on Patent Analysis Yang Fangjing.....	51
An Analysis Of The Transformation of Mega-pharma Business Model Toward the Indian Market Yaeko Mitsumori.....	61

Application of Artificial Intelligence Technology in Legal Practice	
Ma Nan.....	69
Monitoring Node Selection in Wireless Sensor Networks Based on Fuzzy Logic Scheme	
Hammad Mushtaq, Syed Nouman Ali Shah, Naveed Ahmad Faraz.....	78
Exploring the Ethics of Innovation Education in Artificial Intelligence	
Wang Xiumei.....	85
Prospect for the Development of Artificial Intelligence in the Core Business of Libraries	
Yuan Xueqing, Liu Lin.....	91
Construction and Management of MOOCs Platforms for Business English Translation Course	
Tang Lijun.....	98

Part 2

Internet of Things, Big Data and Business Analysis

Relationship between Big Data Analytics and Decision Making: A Cluster Analysis	
Gustavo Grander, Luciano Ferreira da Silva,Arnoldo José de Hoyos Guevara, Paulo Sérgio Gonçalves de Oliveira, Alan Tadeu de Moraes.....	106
The Influence of Digital Presentation on Consumers' Perceived Value Based on Evidence from Eye Movement Experiments	
Li Jiang, Liu Chun,Jiang Yushi.....	113
Study on Factors Affecting Continued Usage Intention of Mobile News Apps in India	
Saurabh Sharma, Cheng Yanxia, Prashant Sharma.....	133
Research on Bio-Information Risk Identification Management under Big Data Environment	
Chen Ruiying, Zhang Haili, Shen Jun.....	139
Research on Grid Management Mode Application in College Student Management in New Era	

Qu Shuaifeng.....	146
Research on the Governance of Government Network Public Opinion in the Age of Big Data	
Wang Chunjuan, Zhu Xiao.....	154
Research on the Influence of Consumer Perceived Product Innovation on Brand Evangelism	
Wang Pengtao, An Yamei.....	162
Research on Service Innovation of the Cloud Logistics Platform Based on Factor Analysis	
Wu Xia, Zhang Jianming.....	169
Performance Evaluation of Listed Commercial Banks Based on Factor Analysis	
Xiong Bin.....	177
Research on the Industrial Development Mode of “Internet plus Hunan Embroidery”: from the Perspective of Intangible Cultural Heritage Protection	
Wang Aimin, Liu Wenhua.....	186
Application of Big Data Analysis in the Innovation of Information Resources Management	
Luo Qifeng, Yang Jiaqi, Li Siqian.....	196
Separate Sections and Key Points: The Application of Big Data in Agricultural Science and Technology Information Service: Based on the Two Main Bodies of Supply Side and Demand Side	
Yang Yu, Liu Jun.....	202
Research on Agricultural Science and Technology Information Service Model and Its Problems Based on Big Data	
Li Yulin, Liu Jun, Wu Yongzhang.....	209
Research on University Library Self-built Resource Repositories in a Big Data Environment	
Sha Zhengyu.....	217
Universal Conceptual Intelligence Structure Based on Visual Intelligence for Automatic Recognition of All Objects without the Big Data	
Xu Xuetao.....	224

Study on Rural Logistics Mode Based on "Internet Plus": Taking Some Cities in Hubei Province as an Example	
Li Jue, Zeng Xueqin.....	234
Research on Operation Performance Evaluation System Construction for National Digital Publishing Bases	
Liu Yuhan, Liu Yongjian.....	245
Research on Enterprise Management System Innovation in the Era of “Internet +”	
Wang Jianguo.....	254
Research on Operation Management of Video Websites in China	
Lv Rui, Ping Yue.....	263
Foreign Experience and Reference in Operation Supervision of Sharing Bike	
Yang Jiaqing.....	270
Research on Optimal Path of Sports Variety Program Content Production Based on 4V Marketing Theory	
Sun Jinrong, Hu Xuehui.....	278
Research on the Driving Factors of Customer Loyalty: Regarding iPhone as An Example	
Deng Gang.....	285
Campus Skill Exchange APP in Smart Campus Environment	
Nie Zutian.....	292
A Study on the Corelation between the Technological Sophistication Index of imports in Producer Service Industry and Technological Innovation Ability of Manufacturing Industry	
Huang Huiping, Zhong Ruojun, ZhaoYulin.....	301
The Application of Big Data Technology in College Academic Achievement Management	
Xie Kai, Guo Fangming.....	314

Part 3

Safety Engineering and Risk Management

Research on the Influence of Airport Staff Safety Risk Perception on Violation

Behavior	
Zhang Qian, Luo Fan.....	320
Media Reporting Strategies for Public Opinion Risk Management Based on Emergency---A Case of the Sinking Incident of Oriental Star Ship	
Zhang Wuqiao.....	327
A Stock Price Movement Prediction Model Based on Artificial Neural Networks	
Uzapi Hange, Siyanda Andrew Xaba.....	335
Study on Shutdown Time of Enterprises under Flood Disaster Scenario: A Case of Yuyao Companies after Typhoon Fitow	
Yang Lijiao, Ding Xiaonan, Jiang Xinyu.....	341
Study on the Credit Customer Default of Local Commercial Bank in Southern Jiangsu Province Based on Logistic Model	
Zhang Haoru, Fang Ming.....	351
Research on Innovation Performance of High-Tech Enterprises from the Perspective of Venture Capital	
Ye Xiaofen, Cheng Liang.....	357
Study on Employee Relationship Risk on the Effectiveness of Enterprise Structure Change in Cote d'Ivoire	
Monhéséa Obrey Patrick Bah, Akadje jean Roland Edjoukou.....	365
Research on Early-warning and Control Strategies for Risk Conduction of Enterprise Financial Management System	
Deng Xun, Deng Mingran.....	374
Risk Analysis and Control of Business Mode Transformation in HD Company	
Yin Limei.....	383
Theoretical Analysis and Practical Exploration of the Prevention and Control Management of Integrity Risk in Universities	
Yan Yan.....	390
Risk Analysis of Ships Navigation Safety in Wuhan Port	
Mao Senpeng, Jiang Feifei.....	399
Research on Risk Factors of Enterprise Product Innovation Design	
Deng Jun.....	406

Internet Financial Risk Early Warning Based on Fuzzy Analytic Hierarchy Process	
Yang Yuxin.....	415
Research on Network Security Evaluation of Big Data Center Based on Rough Set	
Liu Bin.....	432
Analysis of the Project Management of EPC Project General Contracting	
Pei Linyu, Xu Dongming.....	438
Evaluation of the Influencing Factors of PPP Contract Performance in Urban	
Underground Integrated Pipe Gallery Based on Grey Relation-TOPSIS Method	
Wu Yifan, Fang Jun.....	445
Risk Assessment for College Students' Sudden Death Based on AHP	
Huang Tingting, Xia Jiajia(455)	
Research on Network Culture Security Management in Universities from Network	
Public Opinion	
Li Huiyuan, Zhang Yan.....	461

Part 4

Environmental Innovation and Sustainable Development

Is the Importance of Sustainable Development Goals Universal Across Development	
Stage of Economies	
Yuko Hayashi, Frans Stel.....	469
Cash Crop Innovation System and Networks: Findings from Smallholder Cocoa	
Farmers in Ghana	
Patience Pokuaa Gambrah, Yu Qian.....	480
Application of Entropy Based TOPSIS in Analysis of Sustainability Performance of	
Sri Lankan Hotels	
P.R. Weerathunga, Cheng Xiaofang, WHMSS amarathunga,	
KMMCB Kulathunga.....	486
Historical Heritage and Sustainable Urban Development: Challenges imposed on	
owners and managers of listed historical buildings in the city of São Paulo	
Arnoldo Jose de Hoyos Guevara, Fernanda Cardoso Romão Freitas,	

Fabiane Domingues de Magalhães de Almeida, Alcides Garcia Junior.....	493
Research on Innovation Performance Analysis of Financial Policy: from the Perspective of Technology-based SMEs	
Wan Guochao, Zhang Lingzi, Tang Ling.....	504
Prediction Model of Energy Development Trend Based on SVM	
Lin Hui.....	515
A Ranking for the Sustainable Development Goals Focusing on the 5Ps	
Arnoldo de Hoyos Guevara, Agris L. Dumpe.....	522
A Ranking of Countries concerning Progress towards a Society 5.0	
Arnoldo José de Hoyos Guevara, Daniela Mary Terra, Jerônimo Henrique Ports, José Luiz Alves da Silva, Kallita Ester Magalhães.....	528
Effect of Environmental Regulation on Corporate Financial Performance: Mediating Role of Green Technological Innovation	
Chen Xiaofang, Tong Xiaohong, Xia Wenlei, Chen Xin.....	537
Awareness of the Worth of Life Within/Without for Systemic Resilience under Climate Change Disasters: The Amazon Bioma and the Gender-Differentiated Vulnerability	
Arnoldo José de Hoyos Guevera, Daniela Gasperin, Christine Syrgiannis, Anastasia Zabaniotou, Ivani Fazenda.....	546
Research on Evaluation of Industrial Sustainable Development Ability in China: Based on Dynamic Entropy Weight and DEA Mode	
Chen Mengxue, Zou Wei.....	555
Corporate Social Responsibility: A Multiple Case Study of the Civil Construction Industry in the State of Bahia, Brazil	
Paulo Melo, Manoel Joaquim F. de Barros, Arnoldo José de Hoyos Guevara, Edson Jorge M. De Sousa.....	563
Study on the Driving of Energy Saving and Emission Reduction to the Transformation of Resource-based Cities	
Chen Qiang, OuYang Xiao.....	574
Research on the Relationship between R&D Coupling Coordination and Upgrading of Equipment Manufacturing Industry: An Empirical Study of Shandong Province	

Li Xue, Hou Jie, Gao Pengbin.....	582
Employment Efficiency Evaluation of Innovation and Entrepreneurship Policy in China	
Zhu Hua.....	589
Study on the Evaluation of Industrial Innovation Capacity in Hubei Province	
Song Weiwei, Zou Wei.....	598
An Empirical Study on the Effect of Innovation on Employment from the Industry Level Perspective: A Case of China	
Allaberdiyev Guychmyrat, Wei Long.....	607
A Study on Environmental Uncertainty, Internal Control and Earnings Management	
Yang Yu.....	616
Research on the Effect of Inbound and Outbound Open Innovation on Firm Innovation Performance	
Hou Jie, Li Xue, Gao Pengbin(624)	
.A Study on the Relationship between Servitization of Manufacturing Industry and Enterprise Performance: Based on the Perspective of Life Cycle	
Zhu Zhangli, Fang Ming.....	631
The Innovation and Management of China’s Urban Brand Image under Experience Service Economy	
Li Huipeng, Zhang Yazhou.....	640

Part 5

Operation Management, Supply Chain Management and Transportation Management Innovation

House of Quality-Based Analysis of Green Supply Chain Management for the Sustainable Investment Decisions with Interval Type 2 Fuzzy Hybrid Model	
Luis Martínez, Hasan Dinçer, Serhat Yüksel.....	646
Tourist Forecasting Model of Short Holiday Based on Network Data: A Case Study of Mount Emei Scenic Area	
Ma Zhao Feng, Huang Ping, Guo Chuangle, Abdoulaye Boiro,	

Wen Zhili, Zhan Fei, Yin Zizhong.....	656
Influencing Mechanism of Business Mode Innovation Risk in Business Groups	
Mo Guoyong, Liang Benbu.....	664
Dual Pre-Strategy Analysis of Clothing E-Commerce Reverse Logistics for Small and Medium-Sized Enterprises	
Li Tianbiao, ShenJingye, Wei Qian, Zhang Yao, Dai Jinshan.....	671
Research on Optimization and Collaboration of Cross-border E-commerce Logistics Supply Chain	
Wang Aimin, Ji Tingting, Zhong Qianru.....	680
Regional Difference Analysis of Logistics Industry Service Innovation Capability in Hubei Province of China: Based on Porter's "Diamond Model"	
Lv Yuejiao,Liu Mingfei.....	687
Research on the Innovation Operation Mode of Science and Technology Business Incubator and its Influence on Innovation Economy	
Han Wensi, Xie Jialong.....	695
Management and Operation of Trace Evidence Laboratory under the CNAS Review System	
Lv Caihong, Liu Guomin ,Fang De.....	705
Study on Simulation and Optimization of Container Truck Path in Multi-quayside Crane Cooperation Mode	
Ye Yani, Ding Tao,Xiang Shengbin.....	712
Simulation Research of AGV Configuration Optimization in Automated Container Terminal	
Chen Ning, Tao Hui.....	722
Supplier Relationship Quality and Supply Chain Performance in Engineering Enterprises: The Regulating Role of Cooperation Vision	
Yin Long, Liu Mingfei.....	730
Business Mode Innovation Based on Iceberg Theory	
Yu Xiaoyu, Zheng Zhan.....	740
Research on B2C E-commerce Enterprise Logistics Mode Selection Based on Analytic Hierarchy Process: Taking Jingdong Mall as an Example	

Feng Lei.....	748
Synergetic Effect of Supply Chain in the Construction Industry	
Chen Huilin.....	756

Part 6

Human Resources and Organizational Behavior

Sick Organizational Culture: Leadership that Makes People Sick	
Alan Tadeu de Moraes, Luciano Ferreira da Silva,Arnoldo José de Hoyos Guevara, Gustavo Grander, Diego de Melo Conti.....	765
The Effect of Work-Family Enrichment on Employees’ Task Performance: The Mediate-Moderate Effect of Work Satisfaction and Social Support	
Li Guiqing, Wang Minxia, Du Wanyan, Ji Pei	769
Gamification Results in Training and Development Processes	
Siméia de Azevedo Santos, Leonardo Nelmi Trevisan1, Elza Fatima Rosa Veloso, Arnoldo de Hoyos Guevara.....	781
Research on the Influence Mechanism of Transformational Leadership on Enterprise Innovation Performance	
Na Risu, Cui Hainan, Zhang Di.....	797
Impact of Emotions on Conflict Management Styles	
Qamaruddin Maitlo, Farhan Aslam, Khaliq Ur Rehman.....	804
Review of Narcissistic Leadership Research	
Wan Wei, Li Mingze, Yang Mengxi.....	809
Creativity in the Design Process: SNA of Fit Perceptions and Satisfaction among Tertiary Students in Ghana	
Fortune Ama Amegah, Patience Pokuaa Gambrah,Isaac Kuma Yeboah.....	814
An Analysis and Solution Research of the Voluntary Unemployment of College Graduates from the Perspective of Employability	
Han Fang.....	819
Research on the Influence of Salesperson’s Characteristics on Customer Truse	
Sun Wei, Pan Jieyun, Zhang Jiajia.....	826
Research Prospect of Children's Education Network Platform from the Perspective of Organizational Behavior	

Chang Yuming.....	836
Research on the Influence of College Students' Entrepreneurial Team Heterogeneity on Innovation Performance: Taking Team Cohesion as Moderator Variable	
Zhou Yu, Hu Yan.....	843
An Analysis on the Management Mode of Universities' Target Responsibility System	
Ding Huifang.....	851
The Influence of Teacher Support on the Positive Behavior of College Students	
Duan Zhaolin.....	859
The Influence of Differential Leadership on the Innovation Behavior of Platform-based Enterprises Employees	
Yang Kun,Gui Ping, Xie Tong.....	866
Personality Traits of Risk-learning Serial Entrepreneur	
Cao Qian.....	875
Research on the Effect of Human Capital on the Producer Service Industry	
ZouWei, Liu Changjian.....	887
Research on Ecological Niche Optimization of College Students' Ideological and Political Education	
Wang Wenhui1, Sun Xu.....	895
Institutional Transformation of Public Institutions to Enterprises	
Xian Lei, Wu Xiaoyan.....	903
Influencing Mechanisms of Responsible Leadership towards Employees' Voluntary Green Behavior: A Multi-theory Perspective	
Ma Ying, Naveed Ahmad Faraz, Cheng Yanxia, Hammad Mushtaq, Ali Raza..	910
Research on the Relationship between Work Stress, Psychological Capital and Turnover Intention of Frontline Service Personnel	
Xiao Shuzhen, Qin Yuanjian.....	917
Research about Precision Incubation Model of Innovation and Entrepreneurship Based on the Incubation Network	
Wen Ge, Xia Yongmei, Huang Yangbo, Han Yu.....	926
Curve Impact of Knowledge Heterogeneity on Team Creativity: The Moderating	

Effect of Internal Social Capital	
Dai Wanliang, Lu Wenling, Su Lin.....	935
Impact of Employee’s Resilience on Organizational Resilience: Mediating Role of Compassion	
Khaliq Ur Rehman,Farhan Aslam,Qamar Uddin Maitlo.....	945
Study on Employee Reward System Satisfaction and the Impact on Their Sustainable Behavior: A Case of High Learning Institution Employees in Tanzania	
Jacob Julius Rombo, Luo Fan, Monhesea Obrey Patrick Bah.....	953
Homesickness and Proactive behavior: Collectivist Human Resource Management Practices as a Cross-Level Moderato	
Zheng Weili.....	962
Research on Relationship Marketing Framework and Implementation Path of Railway Freight Oriented by Customer Value	
Xu Fengwei, Zhang Zhenfang.....	971
A Study on Enterprise Life Cycle, Executive Compensation and Earnings Management	
Du .Wanxin.....	979
Organization and Human Resource Transformation Based on Three-Pillar Theory	
Du Ya.....	988
Research on the Cultivation Status and Measures of Innovative Talents of Marketing Major	
Ma Ying, Chen Long.....	996

Part 7

Systems Engineering, Financial Engineering, Design Engineering and Industrial Engineering

Evolutionary Game Analysis on Credit Behavior of Three Parties in Logistics Finance	
Xu Fengwei, Zhang Zhenfang, Yu Bowen.....	1006
An Integrated BWM and MOORA Method for Engineering Quality Evaluation in Project Managemen	
Gang Jun, Tu Yan, Wei Ying.....	1013

The Impact of China's Monetary Policy on Bank Risk-Taking Feng Rui, Xie Xiaoping, Chen Yuchun	1023
Research and Design of University Student Honor System Based on Information System Lv Zuheng, Wang Jinsong, Dou Zihan	1032
Assessing Land Use and Cover Change Effects on Vegetation in Ghana from 2002 to 2018: a Case Study of New Juaben Municipality Isaac Kuma Yeboah, Emmanuel Yeboah, Emmanuel Kojo Gyamfi, Henrritta Suapim	1039
Research on Governance Effect of Equity Structure: The Perspective of Mixed Ownership Reform in State-owned Enterprises Deng de Yu, Hong Hong, Xiang Shouren	1047
A Study on Earnings Management, Analyst Forecasts and Equity Liquidity Fu Keke	1059
Does Cost Stickiness Affect a Company's Financial Risk Li Yiwen	1067
The Feasibility Analysis of Popularizing Prefabricated Buildings in the Project of College Student Dormitory Zheng Feng	1075
Optimization Design of Wuhan Riverside Landscape Regulatory Plan Peng Yuha	1084
The Analysis of Effectiveness of Cost Control Strategy on the Profitability of Coca-Cola Company from 2015 to 2017 Xiao Zhiqi, Zhang Jingxian	1091

Part 8

Intellectual Property, Knowledge Management, Industry-University-Research Cooperation and Strategic Alliance

Competency Management, Knowledge Management and Corporate Education: A Study on Brazilian Companies Fernando José Lopes, Vivian Gava Malta de Abreu, Roberto Shizuo Kumasaka, Alessandro Marco Rosini, Arnaldo José de Hoyos Guevara	1099
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Research on Development Tendency of Chinese Automobile Industry from the Perspective of International Industrial Chain	
Gu Zhiqiang,Wang Chaoyang.....	1108
A Research on The Innovation Performance of Agricultural Science and Technology Achievements Transformation in Sichuan	
Tang Ling, Wan Guochao.....	1126
Six-Element Mode of International Science and Technology Cooperation in China	
Mei Yanlan,Xie Kefan.....	1138
Research on the Development of Compound Fertilizer Industry Based on Patent Analysis	
Liu Li.....	1145
Research on the Improvement of Mental Health Education Ability of College Counselors Based on Knowledge Management Process	
Zhu Xi.....	1154
Survey on Research-University-Industry-Based MTI Education and Suggestions on Its Sustainable Development	
Yu Yanling, Ao Xinyue, Wang Danni, Zhao Jian.....	1166
Optimization of transformation path based on conversion rate analysis of scientific and technological achievements	
Ma Yinbo, Lu Jing.....	1173
Language Management on Language Choice of Chinese Singaporeans: Balance between Ethnic Identity and Utilitarian Value?	
Wang Jue, Chen Long.....	1186
A Case Study of Chinese Students' Attitudes towards Flipped Classrooms	
Tang Xiaofei.....	1195
The Impact of CBI on Non-English Majors' Critical Thinking Skills	
Wan Zi.....	1206
Research on the Influence of Five-chain Coordination on Regional Innovation Capability	
Teng Liangwen, Zhou Jiang, Chang Yuming.....	1214
Research on Evaluation System of Biological and New Medicine Technology	

Achievements from the Perspective of Technology Transfer	
Yan Jingdong, Li Fangting, Feng Cao.....	1224
Analysis on the Management Mode of University Library Makerspace	
Xu Fang, Su Hua, Liu Qin.....	1235
Characteristics of R&D Teams and Innovation Performance under Different Innovation Strategies: The Mediating Effects of Organizational Climate in Joint Ventures	
Li Shunjun, Peng Huatao.....	1243
Innovative Construction of Blended Teaching Patterns of College English Online Open Courses in the New Age	
Feng Yali, Han Yue.....	1258
The Practice and Innovation of Task-Base Language Teaching	
Lu Xiaoli , Ke Jianhua.....	1265

Part 9

Investment, Corporate Finance and Corporate Governance

Financial Literacy and SMEs Performances; Mediating Role of Risk Attitude	
Kulathunga KMMCB, Ye Jianmu, Weerathunga P.R.....	1273
Information Disclosure, Executive Compensation Incentive and Analysts' Earnings Forecast Errors	
Chen Yu, Zhang Youtang.....	1284
Media attention to the Impact of Earnings Management on Listed Companies	
Ji Yayuan.....	1301
Replacing China's Business Tax with Value-Added Tax Reform and Cost Stickiness: Evidence from the Service Industry Firms	
Hui Lili, Xie Huobao, Liu Xiaoning.....	1310
Evaluation and Analysis of Enterprise Investment Activities Based on Financial Quality Perspective: Taking Haier as an Example	
Xu Shiying, Li Xinjie, Luo Xuan.....	1328
Comprehensive Financial Evaluation of Listed Biomedical Companies Based on	

Factor Analysis and Cluster Analysis	
Huang Ziyu.....	1340
Empirical Research on Corporate Social Responsibility and TaxRadical: Independent Directors as Adjustment Variables	
Li Zhouliang, Yu Shuang, Zhou Guoqiang.....	1349
Research on Information Disclosure Behavior of Listed Companies: Taking *ST Olefin Carbon as An Example	
Zhu Hanlin, Wan Youqing.....	1357
A Study on Foreign Direct investment and Economic Growth in China: The Role of Human Capital Development	
Zhang Yuling, Wu Zihao, Brima Sesay.....	1372
Empirical Research on Financial Capability of Listed Companies in Northwest Five Provinces in China Under the Background of “One Belt and One Road” Strategy	
Song Tianqi, Liang Shanshan.....	1379
A Study on the Influencing Factors of Financial Leverage: Taking Real Estate Industry as a Sample	
Shen Jialu.....	1391
A Study on The Impact of Accounting Conservatism on Corporate Debt Financing Cost from the Perspective of Environmental Uncertainty	
Li Jiaying, Hong Hong.....	1400
A Study on Carbon Accounting Information Disclosure of Listed Companies in China's Steel Industry	
Ma Huizhi, Tang Miao.....	1411
A Study on the Influence of Interest Rate Liberalization on Enterprise Investment Efficiency: Based on the Nature of Property	
Dong Xueqin, Zhang Youtang.....	1422
A Research on the Contributing Factors of Cash Dividend Policy in Chinese Listed Companies	
Huang Ziying.....	1432
Media Coverage, Political Connections and Corporate Risk	
Zhou Yi, Zhang Youtang.....	1444
A Study on Public Demand and Optimization Strategies for University Libraries Based on Big Data from Search Index	
Liu Nan.....	1461

Moderating Effect of Ratio of Independent Director on the Relation between Managerial Overconfidence and Enterprise Value	
Dai Fei, Li Yan.....	1468
A Study on Strategic Change of Business Group Based on AHP: SWOT Method	
Kang Liwen, Xu Xusong.....	1477
A Novel Urban Traffic Tunnel Flooding Control Solution: Liquid Air Spray/Vaporization Based Icing and Natural De-Icing	
Tang Li, Zhang Cunquan.....	1487
Application of Scem-Ua Algorithm in Financial Modeling Analysis	
Chen Yubing.....	1500

Part 10

Miscellaneous

Study on the Public Service Satisfaction Perception Structure and Its Differentials: Based on the Research Data from Tourism City of Guilin ASC, China	
Zhang Rui, Wu Zhongjun, Yu Bo, Ning Yongli.....	1506
Evaluation Theory of the Core Competence of Art Design Industry Based on “Four-Three Structure” Model	
Wang Jun, Zhao Yiran, Yang Zhixuan.....	1520
Thematic Selection and Distribution in Management Academic English Writing	
Xiao Xianming.....	1527
Evaluation of Wushu Tourism Synergic Development Based on Fuzzy Hierarchy Analysis	
Yang Wei, Yi Peng.....	1536
A Research on Innovative Teaching Practice: A Net-based Case Study of Culture and Translation Course	
Yang Jing, Wang Aijun*, Li Lahua.....	1545
College Students’ Social Entrepreneurship: Status Quo, Determining Factors and Training Channels	
Xiang Yongkun.....	1553
Study on Ideal and Faith Education Effectiveness of University Student Backbone Team Based on	

Attitude Theory	
Wang Xiao.....	1563
James Joyce’s Araby in Interarts Perspective of Chinese Classical Art Theories	
Hu Min.....	1571
Original Family: An Analysis of the Key Factors Influencing the Ideological and Moral Education of Adolescents	
Cheng Gaojie.....	1578
China Standards "Going Out" Strategy to Improve the International Discourse Power of Chinese Enterprises: Take Infrastructure Construction as An Example	
Mao Shisi, Chen Shu.....	1586
Analysis on the Mode of Medical Care and Pension Support in Rural Areas Based on “Healthy China”	
Wu Qian, Qiu Yinggui.....	1594
Impulse Response Analysis of Collaborative Performance to Synergy Degree in Comprehensive Design	
Fang Jun, Wu Dingyuan, Zai Yue.....	1601
Learning English and Learning about English: Some Thinking on Non-English Major Graduate English Teaching	
Wu Lan.....	1618
Research on Service Level Improvement Strategy of Basic Nursing Management in College Hospitals based on PDCA Cycle	
Yu Wen.....	1627
Study on the College French Teachers’ TPACK Level and the Influence Factors under the Background of "Internet + Education": Taking Wuhan Universities as the Example	
Bai Yanyuan.....	1633
A Case Study on the Exhibit Ability of Popular Music in Museums	
Lv Qingtian.....	1642
Analysis on the Reports of French Media on People-to-People Exchanges between China and France	
Zhang Rui.....	1648
Research on User's Requirement of Game Handle Products Based on KANO Model	
Li Qiong, XuWei.....	1656
Research on the Advantages of University Online Courses Based on “Super Star Learning platform”	

Zhan Wei.....	1664
Investigation and Research on Community Property Management: Take a Certain District in Wuhan as an Example	
Wei Minghua.....	1671
Research on the Entrepreneurship Intentions for Undergraduates in the background of “Mass Entrepreneurship and Innovation”	
Liu Jia,Li Kai.....	1686
Inheritance and Innovation, Adjustment and Accumulation: On the Modernization Thinking of Chinese Traditional Culture from the Development of the Cultural and Creative Industry of the Forbidden City	
Zhu Meifan, Ai Wenjing.....	1696
Exploration of the Constructing Mode of Talents in Colleges and Universities Based on Information Technology	
YinYang.....	1706
Effectiveness of Social Work Intervention in Classroom Management of Moral Education	
Zhang Xiaoxiao.....	1713
Research on the Cultivation of Chinese College Students’ Global Competence from the Perspective of Internationalization	
Lu Yan.....	1723
Study on the Double-helix Coupling Interactive Mode and Realization Path of University Culture, Ideological and Political Education	
Ma Jiaming, Li Qian, Zhang Sijie, Liu Xu.....	1732
The Differences of Chinese Vocabulary between Mainland China and Taiwan: A Case Study of Picture Book Title Translation	
Jiang Fan.....	1739
A Study on the Path and Method of the Improvement of University Counselor’s Professional Ability	
Yu Qinfang, Wang Meixia.....	1746
The Predicament of the Current Home-based Elderly Care Service in China and the Countermeasures for the Rule of Law	
Xu Zhihua, Zhao Jing.....	1754
The Discussion on the Curriculum Management of Undergraduate Voluntary Service in University	

Chen Yinghua.....	1762
The Research on the Delicacy Management of College Student Affairs	
Xiao Jianbo, Ma Ke, CaiWenzeng.....	1772
Inheritance and Development of Craftsman Spirit from the Perspective of Cultural Confidence	
Han Lu, Chen Mengyun, Han Mingdan.....	1781
A Study of Pragmatic Vagueness in Chinese Officialdom Discourse	
Wu Qian.....	1792
Study on the Influencing Factors and Mechanism of Residents Satisfaction in the Public Space of Urban Community Based on the Grounded Theory Analysis	
Tan Liman, Zhou Ling.....	1798
On the Innovative Application of Micro-Media in Ideological and Political Education in Colleges and Universities in the New Era	
Lin Kai.....	1809
Research on the Status Quo and Influencing Factors of Art Education in Science and Engineering Universities in China	
Li Fang.....	1815
How to Develop Cultural Resources to Promote Sustainable Development of Cultural Industry a Case Study of Yellow Crane Tower, Wuhan Cultural Resources	
Qiao Juying.....	1823
Research on the Curriculum System of International Cooperation Training of Excellent Art and Design Talents	
Dai Fuxiang, Dai Bo.....	1831
Research on Process Management of University Students with Learning Difficulties: From a Survey of Management Status	
Wang Xiao.....	1836

House of Quality-Based Analysis of Green Supply Chain Management for the Sustainable Investment Decisions with Interval Type 2 Fuzzy Hybrid Model

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Abstract: The aim of the study is to propose a set of criteria for the customer needs and technical requirements of green supply chain management in the sustainable investment decisions. For that, house of quality has a unique role to evaluate the customer and technical factors at the same time. Accordingly, house of quality-based analysis of green supply chain management for the sustainable investment decisions is applied for measuring the performance of technical requirements with respect to customer expectations. A hybrid decision making method is applied for ranking the technical factors of green supply chain management for the sustainable investment decisions. Interval type 2 fuzzy DEMATEL is used for weighting the criteria of customer expectations and then interval type 2 fuzzy TOPSIS is employed for ranking the factors of technical requirements for the green supply chain management. The findings show that reuse of product and services is the most significant criterion. It shows that companies should firstly focus on this issue to gain an opportunity to reduce costs. Another important conclusion is that waste management is the most important technical requirement for the green supply chain management. Therefore, it is recommended that companies should make technological investments in waste management. In this context, they should provide necessary comprehensive machines, materials and equipment in the context of innovative strategy, employ qualified personnel capable of using this equipment and give necessary training to the existing personnel.

Key words: Green supply chain management; House of quality; Investment; Interval type 2 fuzzy sets; DEMATEL; TOPSIS

1 Introduction

With globalization, there has been a significant increase in world trade. The main reason for this is the abolition of trade borders between countries. This increasing trade around the world has been effective in increasing both production and consumption. As a result, there has been a significant increase in the competition in the market. High competition has led companies to develop new strategies. Otherwise, they will not be able to continue their activities in this harsh competitive environment. Within this framework, companies have tried to produce innovative strategies in order to gain competitive advantage (Gabrielsson et al., 2016).

Logistics sector is one of the most important sectors affected by globalization. This increased trade has made the logistics sector more important worldwide. In order to maintain international trade in a healthy way, the products must be delivered to the other party completely. In this context, the concept of supply chain is the general name given to the movement of the product, service or money flow from the supplier to the customer and the activities within this process. This concept has emerged especially in order to meet the many needs arising from increasing international trade. In this period, a good logistics strategy was needed to adapt to the change in the production market and to manage more complex logistics networks (Ceniga and Sukalova, 2015).

The most important problem in the logistics sector is considered as carbon dioxide emission due to excessive energy consumption. This has become a serious problem for the ecological environment. However, sensitivity to environmental issues is increasing throughout the world. As a result, it has become necessary for logistics companies to take action against this problem (Paksoy et al., 2019). In this context, logistics companies have taken serious steps to find innovative solutions. For this purpose, the most prominent solution is the green supply chain implementation. It is a kind of supply chain management in which environmentally friendly product or service production strategies are combined (Zhu et al., 2017). It mainly aims to reduce environmental negative impacts of companies. In addition, it also increases efficiency and provides a major competitive advantage in innovation and processes. Green purchasing, green production and material management, green distribution and marketing and

reverse logistics are accepted main implementations of this issue (Shibin et al., 2016; Tachizawa et al., 2015).

In this study, it is aimed to evaluate the green supply chain management for the sustainable investment decisions. For this purpose, a set of criteria for the customer needs and technical requirements of green supply chain management is proposed. In the analysis process, interval type 2 fuzzy DEMATEL is used to weight the criteria of customer expectations. On the other side, technical requirement factors for the green supply chain management are ranked by using interval type 2 fuzzy TOPSIS approach. According to the analysis results, strategies can be developed to obtain the sustainable investment policies by selecting the criteria of green supply chain management.

This study includes many different novelties. Firstly, house of quality approach is implemented to evaluate the customer and technical factors at the same time. This situation provides us to understand the most significant technical requirement based on these expectations. In addition to this situation, interval type-2 fuzzy logic is firstly considered in this study to make analysis for logistic industry. Hence, this issue has an important contribution to the originality of this study. Finally, a weighted set of criteria is provided to understand the customer expectations regarding green supply chain management subject.

This study has mainly 5 different sections. In this section, general information related to the issues of logistic, supply chain management and green supply chain management are provided. In the second section, the studies regarding green supply chain management and investment decisions are analyzed. The third section includes the explanations about the methods used in this study. Furthermore, analysis results are shared in the fourth section. In the last section, necessary recommendations are discussed.

2 Literature Review

The green supply chain management subject was discussed in the literature very much. It is obvious that most of these studies are related to the performance analysis of this issue. Chin et al. focused on the green supply chain management performance in Malaysia (Chin et al., 2015). They concluded that companies should consider environmental factors to provide sustainability in supply chain management activities. Also this issue was identified in (Cousins et al., 2019). Vanalle et al. evaluated the performance of supply chain activities for Brazilian automotive industry (Vanalle et al., 2017). The similar result was also underlined according to the analysis results. Parallel to them, other studies emphasized the importance of this factor (Geng et al., 2017; Li et al., 2016; Govindan et al. 2015).

Additionally, it is seen that different methodologies were taken into consideration in these studies. (Dubey et al., 2015; Tachizawa et al., 2015; Kirchoff et al., 2016) conducted a survey analysis to measure the performance of the green supply chain in many different regions. In this process, they asked different questions to many people. According to their answers, they aimed to identify the important points. On the other side, (Uygun and Dede, 2016; Kusi-Sarpong et al., 2016) considered fuzzy multi-criteria decision making techniques to reach this objective. In the analysis process, firstly, they defined many different indicators. With the help of these methodologies, they tried to find the significances of these indicators.

Some studies defined that an important factor of green supply management is customer satisfaction. For instance, in (Laari et al., 2016) was stated that companies should consider customer expectations in green supply chain operations. Similarly, (Chavez et al., 2016; Teixeira et al., 2016; Zhu et al. 2017) conducted an analysis to improve the performance of the green supply chain activities. They reached the conclusion that customers should be satisfied for the success of the green supply chain management. Furthermore, (Zhu et al., 2017; Schmidt et al., 2017; Seles et al., 2016; Luthra et al., 2015) aimed to analyze this situation and identified that companies should understand and satisfy customer expectations to have higher performance in green supply chain management.

Moreover, risk assessment of the green supply chain management was made by many different researchers. They mainly aimed to identify the significant risk of the companies in this process. After that, they tried to identify which of these risks are more important for the companies. In the final stage, necessary actions were defined to manage these risks. For instance, (Mangla et al., 2015) determined 25 common risks of the green supply chain management by reviewing the similar studies in the literature for Indian companies. These risks are weighted by using fuzzy AHP approach. Also in (Paksoy et al., 2019) was made this analysis by using the same methodology. In addition, (Wang et al., 2016; Shibin et al., 2016; Tachizawa et al., 2015) are other studies which performed similar analysis.

On the other hand, investment decisions on green supply chain management were considered in many different studies. As an example, (Bai et al., 2016) conducted a study to manage investment in green supply management. In the analysis process, fuzzy clustering approach is considered. In (Yan et al., 2018) was also made similar analysis while implementing prisoner's dilemma on competing retailers' investment in green supply chain management. Additionally, (Sun et al., 2019) made a similar analysis and concluded that government subsidy mechanism plays a very significant role to make investment in green supply chain management, (Wu et al., 2019); Yang et al., 2019; Rostamzadeh et al., 2015) also focused on similar issues in their studies. As a result of the literature review, it is determined that a new study can be conducted to evaluate investment issues in green supply management with a new methodology, such as interval type-2 fuzzy logic.

3 Methodology

In this section, different methods used in this study are explained. In this framework, firstly, interval type-2 fuzzy sets are explained. After that, necessary information is given about interval type-2 fuzzy DEMATEL and interval type-2 fuzzy TOPSIS.

3.1 IT2 fuzzy sets

\tilde{A} refers to the type-2 fuzzy set. On the other side, the membership function is given as $\mu_{\tilde{A}(x,u)}$. It can get a value between 0 and 1. The details of these items are given on the equation (1) (Xu et al., 2019; Liu et al., 2019; Dinçer et al., 2019a).

$$\tilde{A} = \{(x,u), \mu_{\tilde{A}(x,u)} | \forall x \in X, \forall u \in J_x \subseteq [0,1]\} \text{ or } \tilde{A} = \int_{x \in X} \int_{u \in J_x} \mu_{\tilde{A}}(x,u) / (x,u) J_x \subseteq [0,1] \quad (1)$$

Moreover, this membership function can be replaced with Σ regarding the discrete universe. Equation (2) gives information about this process.

$$\tilde{A} = \int_{x \in X} \int_{u \in J_x} 1 / (x,u) J_x \subseteq [0,1] \quad (2)$$

\tilde{A}_i^U and \tilde{A}_i^L explain the upper and lower trapezoidal membership functions detailed in the equation (3).

$$\tilde{A}_i = (\tilde{A}_i^U, \tilde{A}_i^L) = ((a_{i1}^U, a_{i2}^U, a_{i3}^U, a_{i4}^U; H_1(\tilde{A}_i^U), H_2(\tilde{A}_i^U)), (a_{i1}^L, a_{i2}^L, a_{i3}^L, a_{i4}^L; H_1(\tilde{A}_i^L), H_2(\tilde{A}_i^L))) \quad (3)$$

On the other side, the equations (4)-(8) give all details about the calculation process.

$$\begin{aligned} \tilde{A}_1 \oplus \tilde{A}_2 &= (\tilde{A}_1^U, \tilde{A}_1^L) \oplus (\tilde{A}_2^U, \tilde{A}_2^L) \\ &= \left((a_{11}^U + a_{21}^U, a_{12}^U + a_{22}^U, a_{13}^U + a_{23}^U, a_{14}^U + a_{24}^U; \min(H_1(\tilde{A}_1^U), H_1(\tilde{A}_2^U)), \min(H_2(\tilde{A}_1^U), H_2(\tilde{A}_2^U))), \right. \\ &\quad \left. (a_{11}^L + a_{21}^L, a_{12}^L + a_{22}^L, a_{13}^L + a_{23}^L, a_{14}^L + a_{24}^L; \min(H_1(\tilde{A}_1^L), H_1(\tilde{A}_2^L)), \min(H_2(\tilde{A}_1^L), H_2(\tilde{A}_2^L))) \right) \quad (4) \end{aligned}$$

$$\begin{aligned} \tilde{A}_1 \ominus \tilde{A}_2 &= (\tilde{A}_1^U, \tilde{A}_1^L) \ominus (\tilde{A}_2^U, \tilde{A}_2^L) \\ &= \left((a_{11}^U - a_{24}^U, a_{12}^U - a_{23}^U, a_{13}^U - a_{22}^U, a_{14}^U - a_{21}^U; \min(H_1(\tilde{A}_1^U), H_1(\tilde{A}_2^U)), \min(H_2(\tilde{A}_1^U), H_2(\tilde{A}_2^U))), \right. \\ &\quad \left. (a_{11}^L - a_{24}^L, a_{12}^L - a_{23}^L, a_{13}^L - a_{22}^L, a_{14}^L - a_{21}^L; \min(H_1(\tilde{A}_1^L), H_1(\tilde{A}_2^L)), \min(H_2(\tilde{A}_1^L), H_2(\tilde{A}_2^L))) \right) \quad (5) \end{aligned}$$

$$\begin{aligned} \tilde{A}_1 \otimes \tilde{A}_2 &= (\tilde{A}_1^U, \tilde{A}_1^L) \otimes (\tilde{A}_2^U, \tilde{A}_2^L) \\ &= \left((a_{11}^U \times a_{21}^U, a_{12}^U \times a_{22}^U, a_{13}^U \times a_{23}^U, a_{14}^U \times a_{24}^U; \min(H_1(\tilde{A}_1^U), H_1(\tilde{A}_2^U)), \min(H_2(\tilde{A}_1^U), H_2(\tilde{A}_2^U))), \right. \\ &\quad \left. (a_{11}^L \times a_{21}^L, a_{12}^L \times a_{22}^L, a_{13}^L \times a_{23}^L, a_{14}^L \times a_{24}^L; \min(H_1(\tilde{A}_1^L), H_1(\tilde{A}_2^L)), \min(H_2(\tilde{A}_1^L), H_2(\tilde{A}_2^L))) \right) \quad (6) \end{aligned}$$

$$\begin{aligned} k\tilde{A}_1 &= (k \times a_{11}^U, k \times a_{12}^U, k \times a_{13}^U, k \times a_{14}^U; H_1(\tilde{A}_1^U), H_2(\tilde{A}_1^U)), \\ &\quad (k \times a_{11}^L, k \times a_{12}^L, k \times a_{13}^L, k \times a_{14}^L; H_1(\tilde{A}_1^L), H_2(\tilde{A}_1^L)) \quad (7) \end{aligned}$$

$$\begin{aligned} \frac{\tilde{A}_1}{k} &= \left(\frac{1}{k} \times a_{11}^U, \frac{1}{k} \times a_{12}^U, \frac{1}{k} \times a_{13}^U, \frac{1}{k} \times a_{14}^U; H_1(\tilde{A}_1^U), H_2(\tilde{A}_1^U) \right), \\ &\quad \left(\frac{1}{k} \times a_{11}^L, \frac{1}{k} \times a_{12}^L, \frac{1}{k} \times a_{13}^L, \frac{1}{k} \times a_{14}^L; H_1(\tilde{A}_1^L), H_2(\tilde{A}_1^L) \right) \quad (8) \end{aligned}$$

3.2 IT2 fuzzy DEMATEL

DEMATEL approach is used to identify the importance of different criteria under the complex environment. In addition to this issue, the main advantage of DEMATEL approach is that it can be used to identify the impact relationship map among the criteria. Hence, it can be possible to understand the influencing and influenced criteria. This methodology can be considered with interval type-2 fuzzy logic. In the first step of the analysis process, expert opinions are converted to the interval type-2 fuzzy logic (Dinçer and Yüksel, 2019; Pandey et al., 2019; Dinçer et al., 2019b,c; Tang and Dinçer, 2019). Initial direct relation matrix is generated in the second step as in the equation (9) and (10).

$$\tilde{Z} = \begin{bmatrix} 0 & \tilde{z}_{12} & \dots & \dots & \tilde{z}_{1n} \\ \tilde{z}_{21} & 0 & \dots & \dots & \tilde{z}_{2n} \\ \vdots & \vdots & \ddots & \dots & \dots \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ \tilde{z}_{n1} & \tilde{z}_{n2} & \dots & \dots & 0 \end{bmatrix} \quad (9)$$

$$\tilde{Z} = \frac{\tilde{Z}^1 + \tilde{Z}^2 + \tilde{Z}^3 + \dots + \tilde{Z}^n}{n} \quad (10)$$

Thirdly, this matrix is normalized with the help of the equations (11), (12) and (13).

$$\tilde{X} = \begin{bmatrix} \tilde{x}_{11} & \tilde{x}_{12} & \dots & \dots & \tilde{x}_{1n} \\ \tilde{x}_{21} & \tilde{x}_{22} & \dots & \dots & \tilde{x}_{2n} \\ \vdots & \vdots & \ddots & \dots & \dots \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ \tilde{x}_{n1} & \tilde{x}_{n2} & \dots & \dots & \tilde{x}_{nn} \end{bmatrix} \quad (11)$$

$$\tilde{x}_{ij} = \frac{\tilde{z}_{ij}}{r} = \left(\frac{z_{a_{ij}}}{r}, \frac{z_{b_{ij}}}{r}, \frac{z_{c_{ij}}}{r}, \frac{z_{d_{ij}}}{r}; H_1(z_{ij}^U), H_2(z_{ij}^U) \right), \left(\frac{z_{e_{ij}}}{r}, \frac{z_{f_{ij}}}{r}, \frac{z_{g_{ij}}}{r}, \frac{z_{h_{ij}}}{r}; H_1(z_{ij}^L), H_2(z_{ij}^L) \right) \quad (12)$$

$$r = \max \left(\max_{1 \leq i \leq n} \sum_{j=1}^n z_{d_{ij}}, \max_{1 \leq i \leq n} \sum_{j=1}^n z_{d_{ij}} \right) \quad (13)$$

After that, in the next step, the total influence fuzzy matrix (\tilde{T}) is created by using the equations (14)-(18).

$$X_{\tilde{a}} = \begin{bmatrix} 0 & a'_{12} & \dots & \dots & a'_{1n} \\ a'_{21} & 0 & \dots & \dots & a'_{2n} \\ \vdots & \vdots & \ddots & \dots & \dots \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ a'_{n1} & a'_{n2} & \dots & \dots & 0 \end{bmatrix}, \dots, X_{\tilde{h}} = \begin{bmatrix} 0 & h'_{12} & \dots & \dots & h'_{1n} \\ h'_{21} & 0 & \dots & \dots & h'_{2n} \\ \vdots & \vdots & \ddots & \dots & \dots \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ h'_{n1} & h'_{n2} & \dots & \dots & 0 \end{bmatrix} \quad (14)$$

$$\tilde{T} = \lim_{k \rightarrow \infty} \tilde{X} + \tilde{X}^2 + \dots + \tilde{X}^k \quad (15)$$

$$\tilde{T} = \begin{bmatrix} \tilde{t}_{11} & \tilde{t}_{12} & \dots & \dots & \tilde{t}_{1n} \\ \tilde{t}_{21} & \tilde{t}_{22} & \dots & \dots & \tilde{t}_{2n} \\ \vdots & \vdots & \ddots & \dots & \dots \\ \vdots & \vdots & \vdots & \ddots & \vdots \\ \tilde{t}_{n1} & \tilde{t}_{n2} & \dots & \dots & \tilde{t}_{nn} \end{bmatrix} \quad (16)$$

$$\tilde{t}_{ij} = (a''_{ij}, b''_{ij}, c''_{ij}, d''_{ij}; H_1(\tilde{t}_{ij}^U), H_2(\tilde{t}_{ij}^U)), (e''_{ij}, f''_{ij}, g''_{ij}, h''_{ij}; H_1(\tilde{t}_{ij}^L), H_2(\tilde{t}_{ij}^L)) \quad (17)$$

$$[a''_{ij}] = X_{\tilde{a}} \times (I - X_{\tilde{a}})^{-1}, \dots, [h''_{ij}] = X_{\tilde{h}} \times (I - X_{\tilde{h}})^{-1} \quad (18)$$

Finally, the influence degrees are calculated as in the equations (19) and (20).

$$\tilde{D}_i = \left[\sum_{j=1}^n \tilde{t}_{ij} \right]_{n \times 1} \quad (19)$$

$$\tilde{R}_i = \left[\sum_{i=1}^n \tilde{t}_{ij} \right]_{1 \times n} \quad (20)$$

The sum of all vector rows is represented by \tilde{D}_i whereas the sum of all vector columns is named as \tilde{R}_i . Hence, $(\tilde{D}_i + \tilde{R}_i)$ demonstrates the total degree of the influence among criteria. Also, the defuzzification process is performed to calculate the weighting results of criteria as in the equations (21)-(24).

$$Def_T = \frac{\frac{(u_j - l_j) + (\beta_U \times m_{1U} - l_U) + (\alpha_U \times m_{2U} - l_U) + l_U}{4} + \frac{[(u_L - l_L) + (\beta_L \times m_{1L} - l_L) + (\alpha_L \times m_{2L} - l_L) + l_L]}{4}}{2} \quad (21)$$

$$Def_T = T = [t_{ij}]_{n \times n}, \quad i, j = 1, 2, \dots, n \quad (22)$$

$$\tilde{D}_i^{def} = r = \left[\sum_{j=1}^n t_{ij} \right]_{n \times 1} = (r_i)_{n \times 1} = (r_1, \dots, r_i, \dots, r_n) \tag{23}$$

$$\tilde{R}_i^{def} = y = \left[\sum_{i=1}^n t_{ij} \right]_{1 \times n} = (y_j)'_{1 \times n} = (y_1, \dots, y_i, \dots, y_n) \tag{24}$$

3.3 Interval type 2 fuzzy TOPSIS

TOPSIS approach is a type of multicriteria decision making models. The main aim of this methodology is to rank different alternatives (Opricovic and Tzeng, 2004). In this process, positive (A^+) and negative (A^-) ideal solutions are identified. They are demonstrated on the equation (25). In this equation, the term v_{ij} gives information about the weighted values (Yüksel et al., 2019).

$$A^+ = \max(v_1, v_2, v_3, \dots, v_n) \tag{25}$$

In addition to this process, the values of D^+ and D^- are computed as in the equations (26) and (27) (Chen et al., 2019).

$$D_i^+ = \sqrt{\sum_{i=1}^m (v_i - A_i^+)^2} \tag{26}$$

$$D_i^- = \sqrt{\sum_{i=1}^m (v_i - A_i^-)^2} \tag{27}$$

Moreover, the closeness coefficient (CCi) is calculated in the final step. The details are shown in the equation (28) (Efe, 2019).

$$CC_i = \frac{D_i^-}{D_i^+ + D_i^-} \tag{28}$$

4 Analysis

In this study, it is aimed to analyze the house of quality-based factors of green supply chain management for the sustainable investment decisions. For this purpose, a hybrid model based on interval type 2 fuzzy sets is proposed. The steps of the analysis are detailed as follows.

Step 1. Define the problem of customer and technical factors of green supply chain management. For that, a set of criteria is defined with the supported literature as seen in Table 1 and 2 respectively.

Table 1 Customer Expectations of Green Supply Chain Management

Criteria	Literature
Reducing the pollution (Criterion 1)	(Franzoni, 2011; Khoshnava et. al., 2018; Sun et. al., 2017)
Clean energy sources (Criterion 2)	(Bhattacharya et. al., 2015; Tao et. al., 2016; Kucukvar et. al., 2016)
Reuse of product and services (Criterion 3)	(Kriwet et. al., 1995; Ferrer, 1997; Krikke et. al., 1999)
Varieties of distribution channels (Criterion 4)	(Onat et. al., 2015; Doll et. al. 2017)

Table 2 Technical Requirements of Green Supply Chain Management

Criteria	Literature
Waste management (Criterion 1)	(Deif, 2011; Islam et. al., 2017)
Energy efficiency (Criterion 2)	(Klassen and Whybark, 1999; Vachon, 2007; Baines et. al., 2012)
Recycling process (Criterion 3)	(Johnson and Wang, 1995; Mishra et. al., 2012; Misni and Lee, 2017)
Integrated transport systems (Criterion 4)	(Jensen et. al., 2001; Jensen, 2008; Martinsen and Björklund, 2012)

Step 2. Appoint the expert team to collect the linguistic evaluation for the criteria. Three decision makers are selected from the industry. They are experienced at least ten years in the field of clean technology and supply chain. The expert valuation results for the customer and technical criteria are given by using the linguistic scales in Table 3 and 4. And the results are illustrated in Table 5 and 6.

Table 3 Evaluation Scales for the Criteria

Criteria	IT2TrFNs
Absolutely Low (AL)	((0.0,0.0,0.0,0.0;1.0), (0.0,0.0,0.0,0.0;1.0))
Very Low (VL)	((0.0075, 0.0075, 0.015, 0.0525;0.8), (0.0,0.0,0.02,0.07;1.0))
Low (L)	((0.0875, 0.12, 0.16, 0.1825;0.8), (0.04,0.10,0.18,0.23;1.0))
Medium Low (ML)	((0.2325, 0.255, 0.325, 0.3575;0.8), (0.17,0.22,0.36,0.42;1.0))
Medium (M)	((0.4025, 0.4525, 0.5375, 0.5675;0.8), (0.32,0.41,0.58,0.65;1.0))
Medium High (MH)	((0.65, 0.6725, 0.7575, 0.79;0.8), (0.58,0.63,0.80,0.86;1.0))
High (H)	((0.7825, 0.815, 0.885, 0.9075;0.8), (0.72,0.78,0.92,0.97;1.0))
Very High (VH)	((0.9475, 0.985, 0.9925, 0.9925;0.8), (0.93,0.98,1.0,1.0;1.0))
Absolutely High (AH)	((1.0, 1.0, 1.0, 1.0; 1.0), (1.0, 1.0, 1.0, 1.0; 1.0))

Table 4 Evaluation Scales for the Alternatives

Alternatives	IT2TrFNs
Very Poor (VP)	((0,0,0,0.1;1,1), (0,0,0,0.05;0.9,0.9))
Poor (P)	((0,0,1,0.1,0.3;1,1), (0.05,0.1,0.1,0.2;0.9,0.9))
Medium Poor (MP)	((0.1,0.3,0.3,0.5;1,1), (0.2,0.3,0.3,0.4;0.9,0.9))
Fair (F)	((0.3,0.5,0.5,0.7;1,1), (0.4,0.5,0.5,0.6;0.9,0.9))
Good (G)	((0.5,0.7,0.7,0.9;1,1), (0.6,0.7,0.7,0.8;0.9,0.9))
Very Good (VG)	((0.7,0.9,0.9,1;1,1), (0.8,0.9,0.9,0.95;0.9,0.9))
Best (B)	((0.9,1,1,1;1,1), (0.95,1,1,1;0.9,0.9))

Table 5 Linguistic Evaluations for the Criteria of Customer Expectation

	C1			C2			C3			C4		
	DM1	DM2	DM3	DM1	DM2	DM3	DM1	DM2	DM3	DM1	DM2	DM3
C1	-	-	-	M	M	MH	M	M	MH	M	ML	M
C2	M	M	M	-	-	-	ML	M	MH	ML	M	M
C3	MH	MH	M	MH	MH	M	-	-	-	M	M	MH
C4	MH	MH	MH	MH	MH	M	M	M	MH	-	-	-

Table 6 Linguistic Evaluations of Technical Requirements for the Decision Matrix

Criteria/Alternatives	Waste management (Alternative 1)			Energy efficiency (Alternative 2)			Recycling process (Alternative 3)			Integrated transport systems (Alternative 4)		
	DM1	DM2	DM3	DM1	DM2	DM3	DM1	DM2	DM3	DM1	DM2	DM3
				1	2	3	1	2	3	1	2	3
Reducing the pollution (Criterion 1)	VG	B	B	G	F	F	G	VG	G	MP	F	F
Clean energy sources (Criterion 2)	B	B	VG	G	F	VG	G	VG	F	G	MP	MP
Reuse of product and services (Criterion 3)	G	G	G	G	F	F	B	B	VG	G	VG	F
Varieties of distribution channels (Criterion 4)	G	F	MP	F	F	F	G	F	F	B	B	B

Step 3. Weight the criteria of customer expectations. For this purpose, the computation procedures of interval type 2 fuzzy DEMATEL is applied and the results are given in Table 7.

Table 7 Defuzzified Total Relation Matrix and the Weights for the Criteria

	C1	C2	C3	C4	r	y	r+y	r-y	Weights
C1	3.43	3.59	3.33	3.03	13.37	14.83	28.21	-1.46	0.251
C2	3.36	3.25	3.14	2.87	12.61	14.89	27.50	-2.28	0.245
C3	3.97	3.99	3.54	3.38	14.88	13.78	28.66	1.10	0.255
C4	4.08	4.07	3.77	3.31	15.23	12.59	27.83	2.64	0.248

According to the results, Criterion 3 has the highest importance in the criteria of customer

expectations while criterion 2 is the weakest important factor among the criteria set.

Step 4. Rank the alternatives of technical requirements. The method of TOPSIS based on the interval type 2 fuzzy sets is applied for measuring the house of quality-based performance of green supply chain management for the sustainable investment decisions. The results are represented in Table 8.

Table 8 Ranking Results for the Performance Measurement

	D+	D-	Ci	Ranking
Waste management (Alternative 1)	0.853	1.141	0.572	1
Energy efficiency (Alternative 2)	1.206	0.438	0.266	4
Recycling process (Alternative 3)	0.819	0.886	0.520	2
Integrated transport systems (Alternative 4)	1.196	0.775	0.393	3

The ranking results demonstrate that waste management (alternative 1) has the best house of quality-based performance of technical requirement for the green supply chain management whereas energy efficiency (alternative 2) is ranked at last among the technical requirements.

5 Conclusion

This study aims to evaluate the green supply chain management for the sustainable investment decisions. For this purpose, the house of quality-based factors of green supply chain management for the sustainable investment decisions are determined. In this framework, 4 different criteria are defined related to the customer expectations of green supply chain management. On the other side, with respect to the technical requirements, different 4 factors are identified based on literature review. In the analysis process, the criteria of customer expectations are weighted by using interval type-2 fuzzy DEMATEL. Additionally, with the help of interval type-2 fuzzy TOPSIS method, the alternatives of technical requirements are ranked.

The results show that reuse of product and services (Criterion 3) has the highest weight. In addition, it is also determined that reducing the pollution (Criterion 1) is the second most important criterion. The issue of product reuse is the most prominent aspect in green supply chain management. The main reason for this is that thanks to re-used products, companies have the opportunity to reduce costs. This has a direct and significant impact on the profitability of these companies. In the literature, (Kriwet et. al., 1995; Ferrer, 1997; Krikke et. al., 1999) reached the similar conclusion.

In addition to them, the ranking results indicate that waste management (alternative 1) has the best house of quality-based performance of technical requirement for the green supply chain management. On the other side, energy efficiency (alternative 2) takes the second-best place among the technical requirements. As can be seen from these results, companies should make technological investments in waste management. The waste management process involves the use of many comprehensive machines, materials and equipment. In this framework, it is important that companies provide these tools and equipment in the context of innovative strategy. However, qualified personnel capable of using this equipment should also be employed. Existing personnel are also required to receive the necessary training. This will provide the necessary technical competencies for an efficient green supply chain investment. In the future studies, a different methodology can be considered to make a comparative analysis.

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