

-

01	
02	
03	
04	
05	
06	
07	
08	
09	
10	

2020 9 20
2020 10 27

Word 2003

/

innovation@whut.edu.cn

" ICIM2020"

" "

1~10

\ \

1

2

3

4

In Chinese

- [1] Aluminum. A Market Approach to Energy Conservation[J]. Journal of Consumer Affairs, 2002,16(3):300-317
- [2] Hooper, J. Nielsen, Andrew Whinston. Recycling as Altruistic Behavior: Normative and Behavioral Strategies to Expand Participation in a Community Recycling Program[J].Environment and Behavior, 2002,(23):195-201
- [3] Xie Kefan, Cheng Guoqing. A Model of Receding Behavior, with Evidence from Danish Source Separation Programmers[M]. Wuhan: Press of Wuhan University of Technology, 2003:78-90 (In Chinese)

5

6

Acknowledgement

Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

14

Wang Aimin, Xie Kefan
 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 (E-mail: wam@whut.edu.cn xiekefan@163.com,)

10

BPR Based on Risk Management

Mao Jiewen^{1,2}, Zhang Waoyue¹, Zheng Panli²

1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074

(E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

10

Abstract: Customer satisfaction is probably one of the most frequently measured.....

Key words: Keyword1; Keyword2; Keyword3; Keyword4 10

4

1 Introduction

12

1

We know that customer satisfaction is probably one of the most frequently measured marketing constructs.....

10

2 An Example

Table

1

Figure

Customer satisfaction and its impact on profitability.....

Table 1 Customer Satisfaction 9

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

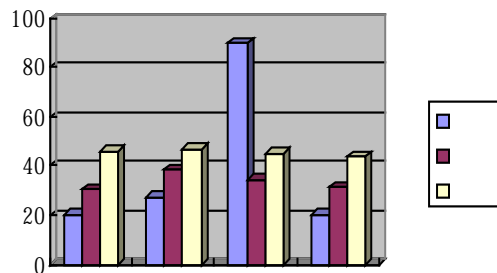


Figure 1 Data of 9

3 Data and Methodology

3.1 Method one ----- 10

.....

3.1.1 Discussing about method one ----- 10

.....

3.2 Method two

.....

4 Results 12

.....

5 Conclusion 12

.....

Acknowledgement 12

This paper is supported by 10

References—— 12

[1] Narver J.C., Sleiter, S. F. The Effect of a Marker O-2.3 (O10201-C0.004 Tc C /Span4a /Span4-C0.004(w)-12Tc C