

CSWIM 2009
The Third China Workshop on Information Management
June 27 and 28, 2009
Guangzhou, P.R. China

Program

Friday, June 26

7:30 pm Reception

Saturday, June 27, 2009

(Saturday's conference will be held at the School of Business, Sun Yat-sen University)

8:00 Board bus to Sun Yat-sen University

8:40 – 9:20 Welcome Remarks

9:20 – 9:50 Keynote Speech: Alan Hevner, University of South Florida

9:50– 10:30 Photo Session, Tea Break

10:30– 12:30 Parallel Sessions

Session 1 Data Mining and Applications
Chair: Jane Feng, University of Florida

1- Product Selection for Store Promotions

Yinghui Yang, University of California, Davis

Chunhui Hao, Chinese Academy of Sciences

Ansheng Ge, Chinese Academy of Sciences

Discussant: Jane Feng, University of Florida

2- Analyzing Representational Schemes of Financial News Articles

Robert Schumaker, Iona College

Discussant: Yong Lu, Pennsylvania State University

3- Detecting Group Differences among Different Generation Web Users

Hongyan Liu, Tsinghua University

Yinghui Yang, University of California, Davis

Yong Zheng, Tsinghua University

Discussant: Jinwei Cao, University of Delaware

Session 2

Economics of IT

Chair: Ramnath Chellappa, Emory University

- 1- Is the Niche Culture Rising? An Empirical Study on the Internet Software Market**
Wenqi Zhou, George Washington University
Wenjing Duan, George Washington University
Discussant: Yabing Jiang, Fordham University

- 2- On the Temporal Nature of Sales-Rank Relationships of Albums and Digital Tracks in the Music Industry: The Relevance of Billboard Charts post Digitization**
Ramnath Chellappa, Emory University
Conny Chen, Emory University
Discussant: Michael Zhang, Hong Kong University of Science and Technology

- 3- Resolving the Personalization-Privacy Dilemma: Designing a Privacy-Preserving Contract for Online Personalization**
Raymond Sin, Hong Kong University of Science & Technology
Jia Jia, Hong Kong University of Science & Technology
Discussant: Yabing Jiang, Fordham University

- 4- Strategic Positioning of IT and Human-Based Customer Service**
Sulin Ba, University of Connecticut
Jan Stallaert, University of Connecticut
John Zhang, University of Connecticut
Discussant: Wenjing Duan, George Washington University

12:30– 1:45

Lunch

1:45 – 3:45

Parallel Sessions

Session 3

Online Community

Chair: John Zhang, University of Connecticut

- 1- Moderated Online Communities and User-Generated Content**
Jianqing Chen, University of Calgary
Hong Xu, University of Texas at Austin
Andrew Whinston, University of Texas at Austin
Discussant: Karl Lang, City University of New York

- 2- Word-of-Mouth Communication in a Network of Blogs**
Guoying Zhang, Midwestern State University
Yong Tan, University of Washington

Discussant: Jianqing Chen, University of Calgary

3- An Empirical Investigation on Exploring Chinese Users' Acceptance and Continual Usage of Blog

Yuxiang Zhao, Nanjing University

Qinghua Zhu, Nanjing University

Discussant: Harris Wu, Old Dominion University

Session 4

Information and Channel Management

Chair: Tian Yu, Sun Yat-Sen University

1- A Dynamic Model-Based Study of the Impact of Electronic Data Interchange on the Operations System

Chin-Yen (Alice) Liu, Texas Tech University

James Burns, Texas Tech University

Zhangxi Lin, Texas Tech University

Discussant: Harry Wang, University of Delaware

2- How Interdependence Influence Opportunistic Behavior in Marketing Channel?

Tian Yu, Sun Yat-Sen University

Discussant: Jifeng Luo, Shanghai Jiao Tong University

3- Understanding How Product Information Traverses Across Online Communities

Bin Zhu, Boston University

Christopher Yang, Drexel University

Discussant: Yinghui Yang, University of California, Davis

3:45 – 4:15 **Tea Break**

4:15 – 5:45 **Panel:**

Frontiers of IS Research

Chair: Mike Shaw, University of Illinois at Urbana-Champaign

Ming Fan, University of Washington

Panelists:

Fu-ren Lin, National Tsing Hua University

Vijay Mookerjee, University of Texas at Dallas

Jan Stallaert, University of Connecticut

Kar Yan Tam, Hong Kong University of Science & Technology

Giri Tayi, University at Albany – SUNY

Leon Zhao, City University of Hong Kong and University of Arizona

6:30 – 9:30 **Dinner and Social Event**

Sunday, June 28, 2009

(Sunday's conference will be held at the Zhujiang Hotel)

8:30 – 10:30 Parallel Sessions

Session 5 Outsourcing and Contract Theory

Chair: Ravi Bapna, University of Minnesota and Indian School of Business

1- IT Innovation Outsourcing: Intellectual Property, Knowledge Transfer, and Contract Design

Jifeng Luo, Shanghai Jiao Tong University

Discussant: Ling Ge, University of Massachusetts Dartmouth

2- Attrition of IT Workers in the Context of Offshore Outsourcing: The Economic Impact of Training

Ravi Bapna, University of Minnesota and Indian School of Business

Alok Gupta, University of Minnesota

Amit Mehra, Indian School of Business

Discussant: John Zhang, University of Connecticut

3- The choice of contract types for business process outsourcing

Ling Ge, University of Massachusetts Dartmouth

Discussant: Raymond Sin, Hong Kong University of Science Technology

4- Integrated Approach of Contract Design for Congestion-Prone Service Systems

Yabing Jiang, Fordham University

Avi Seidmann, University of Rochester

Discussant: Yung-Ming Li, National Chiao Tung University

Session 6 Reputation, Online Review, and Recommendation Systems

Chair: Sulin Ba, University of Connecticut

1- Reputation System in Price-Dispersed Electronic Markets: Can Online Reputation Reverse Market Dominance?

Zhuojun Gu, Fudan University

Cheng Zhang, Fudan University

Sulin Ba, University of Connecticut

Discussant: Zach Zhou, Dartmouth College

2- Summarizing Online Reviews to Support Customer Relationship Management in E-Commerce

Wingyan Chung, Santa Clara University

Discussant: Lucy Yan, University of Washington

3- A Model of Intelligent Recommenders and Search Engines: Signaling and Awareness Roles of Sponsored Results

Juan Feng: University of Florida

Hemant Bhargava, University of California, Davis

Discussant: Dengpan Liu, University of Alabama in Huntsville

10:30– 11:00 Tea Break

**11:30– 12:30 Panel:
What Do We Expect? What Can You Offer? Building Sustainable Collaborations across National Boundaries**

Chair: Han Zhang, Georgia Institute of Technology

Panelists:

Ravi Bapna, University of Minnesota and India School of Business

Paulo Goes, University of Arizona

Kanliang Wang, Xi'an Jiao Tong University

Kang Xie, Sun Yat-sen University

Jinlong Zhang, Huazhong University of Science and Technology

Ping Zhang, Syracuse University

12:30– 1:45 Lunch

1:45 – 3:45 Parallel Sessions

Session 7

Security, Piracy, and IT Risks

Chair: Michael Zhang, Hong Kong University of Science and Technology

- 1- The Social Organization of a Criminal Hacker Network**
Yong Lu, Pennsylvania State University
Xubin Cao, Southwestern University of Finance & Economics
Discussant: Harris Wu, Old Dominion University
- 2- Understanding Home Computer Users' Avoidance of IT Threats**
Huigang Liang: East Carolina University
Yajiong Xue: East Carolina University
Discussant: Grace Zhang, Midwestern State University
- 3- The Impact of Information Security Ratings on Vendor Competition**
Zach Zhizhong Zhou, Dartmouth College
Eric Johnson, Dartmouth College
Discussant: Grace Zhang, Midwestern State University
- 4- Does Piracy Destroy the Benefits of Consumer Transmutation?**
Karl Lang, City University of New York
Richard D. Shang, City University of New York
Roumen Vragov, City University of New York
Discussant: Yung-Ming Li, National Chiao Tung University

Session 8

IT Adoption and Usage

Chair: Yinghui Yang, University of California, Davis

- 1- First-line and Middle Manager IT Usage Intention: A Comparison of TAM, TRA and TPB**
Man-Hui Huang, Sun Yat-Sen University
Kang Xie, Sun Yat-Sen University
Discussant: Jinwei Cao, University of Delaware
- 2- Migratory Patterns in Technology Usage: Toward a Theory of Technology Switching**
Clive Sanford, University of Canterbury
Anol Bhattacharjee, University of South Florida
Discussant: Jianqing Chen, University of Calgary
- 3- What Determine Adoption of E-Business Strategy in China's Private Sector?**
June Lu, University of Houston-Victoria

Chun-sheng Yu, University of Houston-Victoria
Xue-bing Dong, Zhejiang University
Discussant: Yong Lu, Pennsylvania State University

4- Enterprise Information Technology Application Maturity and Key Impact Factors: A System Dynamics Model

Xin Dai, Sun Yat-Sen University
Jinhua Xiao, Sun Yat-Sen University
Kang Xie, Sun Yat-Sen University
Discussant: Dengpan Liu, University of Alabama in Huntsville

3:45 – 4:15 Tea Break

4:15 – 6:15 Parallel Sessions

Session 9 Web2.0 and Online Community

Chair: Zhangxi Lin, Texas Tech Univeristy

1- A Dual-Process Perspective on Medium Choice

Wei Zhang, UMass Boston
Xin Luo, The University of New Mexico
Discussant: Karl Lang, City University of New York

2- Social Networks Come to Healthcare

Lucy Yan, University of Washington
Yong Tan, University of Washington,
Discussant: Wenjing Duan, George Washington University

3- How to Sustain Virtual Communities: An Empirical Analysis of Usability and Sociability Design

Xianghua Lu, Fudan University
Jie Yu, National University of Singapore
Discussant: Wei Zhang, UMass Boston

4- An Exploratory Study of the Impact of a Virtual World Learning Environment on Sense of Classroom Community and Learning Satisfaction

Chi Zhang, University of Nebraska at Omaha
Discussant: Yinghui Yang, University of California, Davis

Session 10

Enterprise Systems

Chair: Harry Wang, University of Delaware

1- A Collaborative Knowledge Management Approach to Developing an Integrated Process Repository

Harry Jiannan Wang, University of Delaware

Harris Wu, Old Dominion University

Discussant: Chi Zhang, University of Nebraska at Omaha

2- Factors Influencing Enterprise to Improve Data Quality in Information Systems Application

Xiao Jing-hua, Sun Yat-Sen University

Kang Xie, Sun Yat-Sen University

Discussant: Ling Ge, University of Massachusetts Dartmouth

3- The Relationship Study on IT Application Maturity and Enterprise Capacity

Jianping Peng, Sun Yat-Sen University

Kang Xie, Sun Yat-Sen University

Fang Liu, Sun Yat-Sen University

Discussant: Jifeng Luo, Shanghai Jiao Tong University

6:45 – 8:45

Dinner