

**CSWIM 2010**  
**The Fourth China Summer Workshop on Information Management**  
**June 19 – 20, 2010**  
**Wuhan, P. R. China**

**Program**

**Saturday, June 19, 2010**

**8:00 am** Board bus to Huazhong University of Science & Technology (HUST) from Ramada Plaza Optics Valley Hotel. Our workshop will be held in the Management Building.

**8:30 – 8:45 am**

**Welcome Remarks** (Room 206)

Dr. Jinlong Zhang

Dean, School of Management, Huazhong University of Science and Technology

Dr. Kwok-Kee Wei

Former President of the Association for Information Systems (AIS)

Fellow of the Association for Information Systems (AIS)

Chang Jiang Scholar of Huazhong University of Science and Technology

Dean and Chair Professor, City University of Hong Kong

Dr. Leon Zhao

Chair of Advisory Board of CSWIM

Head and Chair Professor, Information Systems, City University of Hong Kong

**8:45 – 9:45 am**

**Keynote Speech: Social Effects in Electronic Commerce** (Room 206)

**Dr. Ting-Peng Liang**

National Chair Professor of Information Management

The National Sun Yat-sen University

Fellow of the Association for Information Systems (AIS)

**9:45 – 10:20 am**

**Photo Session** (At the front gate of Management Building)

**Tea Break** (Outside Room 115/116/117)

**10:20 am – 12:05 pm Parallel Sessions**

**Session 1A: Online Pricing** (Room 115)

Chair: Liwen Hou, Shanghai Jiaotong University

**Payment Schemes for Internet Advertising: A Tale of Two-sided Information Asymmetry**

*(Nominated for Best Paper Award)*

De Liu, University of Kentucky  
Siva Viswanathan, University of Maryland

Discussant: Juan Feng, City University of Hong Kong

**Pricing Tied Digital Contents and Devices**

Deb Dey, University of Washington  
Ming Fan, University of Washington  
Lin Hao, University of Washington

Discussant: Mu Xia, Santa Clara University

**Oligopoly Pricing under Ordered Search**

*(Nominated for Best Paper Award)*

Lizhen Xu, University of Texas at Austin  
Jianqing Chen, University of Calgary  
Andrew Whinston, University of Texas at Austin

Discussant: Yonghua Ji, University of Alberta

**Session 1B: Technology Adoption and Technology Use (Room 116)**

Chair: Wei Zhang, University of Massachusetts Boston

**E-Commerce Adoption in Chinese Martial Arts Schools**

Duanning Zhou  
Eastern Washington University

Discussant: Wei Zhang, University of Massachusetts Boston

**What Make Them Happy and Curious Using the Internet? ——An Exploratory Study on High School Students' Internet Use from a Self-Determination Theory Perspective**

Ling Zhao, Huazhong University of Science and Technology  
Yaobin Lu, Huazhong University of Science and Technology  
Bin Wang, University of Texas – Pan American  
Wayne Huang, Ohio University

Discussant: Yi Guo, University of Michigan—Dearborn

**Explaining the Role of User Commitment in Innovative Use of Information Systems**

Wei Wang, Shantou University

Yong Liao, Shantou University

Discussant: Yi-Cheng Ku, Providence University

**Session 1C: Data mining and Applications (Room 117)**

Chair: Harry Wang, University of Delaware

**Mining User Opinions in Social Network Webs**

Kaiquan Xu, City University of Hong Kong

Stephen Shaoyi Liao, City University of Hong Kong

Yuxia Song, City University of Hong Kong

Long Liu, City University of Hong Kong

Discussant: Catherine Yang, University of California, Davis

**The Dynamic Detection of Influenza Epidemics Using Google Search Data**

Fan Liu, Graduate University of Chinese Academy of Sciences

Geng Peng, Graduate University of Chinese Academy of Sciences

Benfu Lv, Graduate University of Chinese Academy of Sciences

Discussant: Yu Jeffrey Hu, Purdue University

**Exploiting Item Heterogeneity for Collaborative Filtering Recommendation**

Hung-Chen Chen, National Taiwan University

Chih-Ping Wei, National Taiwan University

Ying-Siou Dai, National Tsing Hua University

Yu-Kai Lin, National Tsing Hua University

Discussant: Harry Wang, University of Delaware

**12:05 – 2:00 pm      Lunch** (Baijingyuan Restaurant on Campus, HUST)  
Guest Fee: 100 RMB per person

**2:00 – 3:10 pm      Parallel Sessions**

**Session 2A: IT productivity (Room 115)**

Chair: Jifeng Luo, Shanghai Jiaotong University

**How Does Information Technology Affect Inventory? The Role of Moderators and Mediators**

Richard Lai, University of Pennsylvania

Sean Xin Xu, Tsinghua University

Kevin Zhu, University of California, San Diego

Discussant: Jifeng Luo, Shanghai Jiaotong University

**Does IT Matter? The Evidence**

Brian Dos\_Santos, University of Louisville  
Eric Zheng, University of Texas at Dallas  
Vijay Mookerjee, University of Texas at Dallas  
Hongyu Chen, University of Texas at Dallas

Discussant: Ming Fan, University of Washington

**Session 2B: Economics of IT (Room 116)**

Chair: Zhe Qu, Fudan University

**Offer Sets, User Profiles, and Firm Payoffs**

*(Nominated for Best Paper Award)*

Pelin Atahan, Özyeğin University  
Monica Johar, University of North Carolina at Charlotte  
Sumit Sarkar, University of Texas at Dallas

Discussant: Jianqing Chen, University of Calgary

**Co-development of Software and Community Formation**

Juan Feng, City University of Hong Kong  
Wei Thoo Yue, City University of Hong Kong  
Leon Zhao, City University of Hong Kong

Discussant: John Zhang, University of Connecticut

**Session 2C: Success of Products, Services and Systems (Room 117)**

Chair: Radha Mookerjee, University of Texas at Dallas

**A Pilot Study of Top-Down Compulsory eGovernment Systems Success Model:**

**Organizational Users Perspective**

Yong Zhang, Donghua University  
Xianfeng Zhang, Xi'an Jiaotong University  
Bingyong Tang, Donghua University  
Qi Li, Xi'an Jiaotong University

Discussant: Wei Zhang, University of Massachusetts Boston

**Are You Doing It in the Right Way? The Effects of Regulatory Fit in IT Product Trial**

Xue Yang, Nanjing University

Shu Schiller, Wright State University  
Hock-Hai Teo, National University of Singapore  
Quansheng Wang, Nanjing University

Discussant: Yong Tan, University of Washington

**3:10 – 3:30 pm**      **Tea Break** (Outside Room 115/116/117)

**3:30 – 5:00 pm**

**Panel: Cracking the Hard Nuts: Strategies and Tactics for Publishing in Top-Tier Journals in Information Systems** (Room 206)

Chair: J. Leon Zhao, City University of Hong Kong

Panelists (Alphabetical Order):

Paulo Goes, University of Arizona

Vijay S. Mookerjee, University of Texas at Dallas

Sumit Sarkar, University of Texas at Dallas

Kwok-Kee Wei, City University of Hong Kong

Ping Zhang, Syracuse University

**5:00 – 9:00pm**

**Social Event: Yangtze River Cruise**

(Board bus at the front gate of the management building)

Guest Fee: 150 RMB per person

**Sunday, June 20, 2010**

**8:00 am** Board bus to Huazhong University of Science & Technology from Ramada Plaza Optics Valley Hotel

**8:30 – 10:15 am      Parallel Sessions**

**Session 3A: Risk, Trust and Privacy (Room 115)**

Chair: Xianfeng Zhang, Xi'an Jiaotong University

**An Empirical Study on the Sources of C2C Sellers' Perceived Risk and Their Corresponding Relationship with Perceived Risk Types**

Xinyan liu, Zhongnan University of Economics and Law

Li Li, Zhongnan University of Economics and Law,

Jingjing Wan, Zhongnan University of Economics and Law

Discussant: Kai-Lung Hui, Hong Kong University of Science and Technology

**Disclosure or Disclosure Avoidance? Internet Users' Information Privacy and Emotions Experienced on a B2C Web Site**

Sarah Pui Wah Shek, Hong Kong University of Science and Technology

Kai-Lung Hui, Hong Kong University of Science and Technology

Discussant: Rui Chen, Ball State University

**Analysis of Online P2P Lending Market Risk Based on Signaling Game**

Dongyu Chen, Southwestern University of Finance and Economics

Jun Tan, Southwestern University of Finance and Economics

Discussant: Lihui Lin, Boston University

**Session 3B: Online Consumer-to-Consumer (C2C) Markets (Room 116)**

Chair: Zhulei Tang, Purdue University

**Learning from Other Buyers: the Effect of Purchase History Record in Online Marketplaces**

Qiang Ye, Harbin Institute of Technology

June (zhuo) Cheng, Hong Kong Polytechnic University

Bin Fang, Harbin Institute of Technology

Kevin Zhu, University of California, San Diego

Discussant: John Zhang, University of Connecticut

**Inflated Reputation Detection in C2C E-market**

Weijia You, Beihang University

Mu Xia, Santa Clara University  
Zhaohui Chen, Taobao.com  
Lu Liu, Beihang University

Discussant: Zhangxi Lin, Texas Tech University

**Age Effect on Firm Exit in the Online C2C Market**

Binjie Luo, Southwestern University of Finance and Economics  
Zhangxi Lin, Texas Tech University

Discussant: Zhulei Tang, Purdue University

**Session 3C: IT Services (Room 117)**

Chair: Eric Zheng, University of Texas at Dallas

**The Effect of Information-Sharing Services on Enterprise Customer Loyalty Intention**

Yi-Ming Tai, National Pingtung Institute of Commerce  
Yi-Cheng Ku, Providence University

Discussant: Zhe Qu, Fudan University

**Research on the Impact Factors of Using Mobile Enterprise Services in Hubei**

Yuqing Liu, Huazhong University of Science and Technology  
Jinlong Zhang, Huazhong University of Science and Technology

Discussant: Yi-Cheng Ku, Providence University

**Comparing Service Quality in 3D Virtual Worlds to Web-based Service**

Sulin Ba, University of Connecticut  
Dan Ke, University of Connecticut  
Jan Stallaert, University of Connecticut  
John Zhang, University of Connecticut

Discussant: Zhe Qu, Fudan University

**10:15 – 10:35 am**      **Tea break** (Outside Room 115/116/117)

**10:35 – 11:45 am**      **Parallel Sessions**

**Session 4A: Online Business-to-Consumer (B2C) Markets (Room 115)**

Chair: Yi-Cheng Ku, Providence University

**Advertising Effects of Online Social Capital on E-tailer Performance: A Theoretical Framework**

Youwei Wang, Fudan University  
Fuchun Zhao, Shanghai Academy of Social Science  
Shan Wang, Renmin University  
Hong Ling, Fudan University

Discussant: Zhenhui Jack Jiang, National University of Singapore

**Research on Dual-channel Coordination of Reservation Tourism Supply Chain in the E-commerce Environment**

Lifang Peng Xiamen University  
Qing Cai, Xiamen University

Discussant: De Liu, University of Kentucky

**Session 4B: Electronic Markets (Room 116)**

Chair: Zhijun Yan, Beijing Institute of Technology

**Exploring Participants' Activity Rates and Longevity in Electronic Brainstorming Communities**

Li Chen, University of Connecticut  
James Marsden, University of Connecticut  
John Zhang, University of Connecticut

Discussant: Ping Zhang, Syracuse University

**Predictive Power of Internet Search Data for Stock Market: A Theoretical Analysis and Empirical Test**

Ying Liu, Graduate University of Chinese Academy of Sciences  
Benfu Lv, Graduate University of Chinese Academy of Sciences  
Geng Peng, Graduate University of Chinese Academy of Sciences  
Tianqi Li, Graduate University of Chinese Academy of Sciences  
Chong Zhang, Graduate University of Chinese Academy of Sciences

Discussant: Wenqi Zhou, the George Washington University

**Session 4C: Technical Issues in Electronic Markets (Room 117)**

Chair: Alex Tung, University of Connecticut

**XBRL and Interoperability of Financial Statements in the U.S.**

Harris Wu, Old Dominion University  
Hongwei Zhu, Old Dominion University



Discussant: Harry Wang, University of Delaware

**Inter-organization Collaboration Management in Dynamic Virtual Alliances**

Yuchen Wang, Huazhong University of Science and Technology  
Jinlong Zhang, Huazhong University of Science and Technology  
Xiaoli Chong, Huazhong University of Science and Technology  
Qingshan Man, Huazhong University of Science and Technology

Discussant: Chih-Ping Wei, National Taiwan University

**11:45 am – 1:45 pm**

**Lunch** (Lv Yuan Restaurant on Campus, HUST)

Guest Fee: 60 RMB per person

**1:45 – 3:30 pm      Parallel Sessions**

**Session 5A: User Attitude, Web 2.0 and Online Communities** (Room 115)

Chair: Qinghua Zhu, Nanjing University; Rui Chen, Ball State University

**Crowding In or Crowding Out? Informational and Normative Social Influence in Online Communities**

*(Nominated for Best Paper Award)*

Chong (Alex) Wang, Hong Kong University of Science and Technology

Michael Zhang, Hong Kong University of Science and Technology

Discussant: Han Zhang, Georgia Institute of Technology

**User Attitude toward Adaptive Interfaces of Mobile Web Services**

Zhe Qu, Fudan University

Jun Sun, University of Texas – Pan American

Discussant: Dan Ke, University of Connecticut

**A Value Based Analysis of Web 2.0 Usage**

Yi Guo, University of Michigan—Dearborn

Discussant: Rui Chen, Ball State University

**Session 5B: Media Selection Preferences and Online Reviews** (Room 116)

Chair: Zhenhui Jack Jiang, National University of Singapore

**Media Selection Preferences of US College Students: Empirical Evidence and A Proposed Research Model**

Jian Tang, Syracuse University  
Ping Zhang, Syracuse University

Discussant: Heng Xu, Pennsylvania State University

**A Model Based Measurement of "Helpfulness" of Online User Review**

Qiwei Gan, Texas Tech University  
Zhangxi Lin, Texas Tech University  
Jia Wang, Southwest University of Finance and Economics

Discussant: Han-Wei Hsiao, University of Kaohsiung

**Online User Reviews and Expert Opinions: A Bayesian Hierarchical Approach to Model the Mediating Role and Time-Variant Impact**

Wenqi Zhou, The George Washington University  
Wenjing Duan, The George Washington University

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

**3:30 – 3:50pm**      **Tea break** (Outside Room 115/116/117)

**3:50 – 5:20pm**

**Panel: The Future Directions of Information Systems Discipline in China**  
(Room 206)

Chair: Yaobin Lu, Huazhong University of Science & Technology

Panelists (Alphabetical Order):

Lihua Huang, Fudan University

Gang Li, Wuhan University

Guihua Nie, Wuhan University of Technology

Jinlong Zhang, Huazhong University of Science & Technology

**5:30 – 6:50pm**      **Dinner** (Lvyuan Restaurant on campus, HUST)

Guest Fee: 60 RMB per person

**7:00 pm** Board bus to Ramada Plaza Optics Valley Hotel from the gate of Lvyuan Restaurant