

CSWIM 2011
The Fifth China Summer Workshop on Information Management
June 24 – 26, 2011
Harbin, P. R. China

Program

Conference Venue: International Conference Center (2H Building), Science Park
Campus, Harbin Institute of Technology (95 Hexing Road, Harbin)

Friday, June 24, 2011

2:00 pm – 10:00 pm Registration & Check-in

Shangri-La Hotel (555 Youyi Road), Tel: 0451-84858888-6412
Xiyuan Hotel (21 Fayuan Street), Tel: 0451-86417114

Saturday, June 25, 2011

7:00 am – 7:40 am Buffet Breakfast

Shangri-La Restaurant (Ground Floor, Coffee Auditorium)
Xiyuan Hotel (Ground Floor)

8:00 am

Board bus to Harbin Institute of Technology (HIT) from Shangri-La Hotel and Xiyuan Hotel respectively

8:30 am – 9:00 am Welcome Remarks

Nanqi Ren, Vice President of Harbin Institute of Technology
Yijun Li, Executive director of Management Department, NSFC
Bo Yu, Dean, School of Management, Harbin Institute of
Technology
Room 201, International Conference Center (2H Building), Hexing
Road No.95

9:00 am – 9:30 am Keynote Speech (2nd Floor, Lecture Hall)

Dr. Robert J. Kauffman

Who Will ‘Bell the Cat’? IT, Channel Conflicts, Transparency and
the Theory of Strategic Decommunitization

9:30 am – 10:00 am Photo Session (At the front gate of 2H Building)

Tea Break (2nd Floor, Lecture Hall)

10:00 am – 11:30 am Parallel Sessions

Session 1A: Data Mining (Room 139, 2H Building)

Chair: Harry Wang, University of Delaware

Discussant: Eric Lu, Penn State University

Yuanyuan Cao

**Improving the Effectiveness of Opinion Orientation
Identification in Sentiment Analysis of Consumer Reviews: A
Gloss-based Approach**

Chin-Sheng Yang, Cheng-Hsiung Chen and Pei-Chann Chang

**Segmentation with Link Structure and Expert Information
(Best Paper Nominee)**

Yinghui Yang and Zijie Qi

**Automatically Assessing Information Usefulness in Online
Knowledge Communities: A Text Classification Framework**

Xiaomo Liu, G. Alan Wang and Weiguo Fan

Session 1B: E-Commerce (Room 131, 2H Building)

Chair: Raymond Sin, HKUST

Discussant: Kai-Lung Hui, HKUST

**Imagination or Reality – The Direction of Price Dispersion in
the E-commerce Era**

Binjie Luo, Zhangxi Lin and Jiaxian Qiu

**How Can Mobile Coupons Become Contagious? A
Psychological Distance Perspective**

Yuhao Li, Lih-Bin Oh and Kanliang Wang

**Two-sided Benefits or Double-edged Sword? Competition in
Mobile Device and App Markets (Best Paper Nominee)**

Raymond Sin and Jia Jia

11:40 am Board bus to Haiyun Hotel from 2H Building

12:00 am – 1:30 pm Lunch (Best paper award)

Haiyun Hotel (19Xidazhi.St.Nangang.Dist.Harbin.Tel:82832107)

1:30 pm Board bus to 2H Building from Haiyun Hotel

1:50 pm – 2:20 pm Keynote Speech (2nd Floor, Lecture Hall)

Dr. Varghese S. Jacob

Senior Associate Dean, School of Management, University of Texas at Dallas

MIS research over the Years – Rolling Stone or Leading Edge

2:20 pm – 3:50 pm Parallel Sessions

Session 2A: Social Networks (Room 139, 2H Building)

Chair: Xianjun Geng, University of Texas Dallas

Discussant: Patrick Fan, Virginia Tech

Social Loafing or Not: An Exploration of Virtual Collaboration

Fang Chen, Limin Zhang and Joseph Latimer

On Collaboration Productivity Model Based on Social Capital Theory (Best Paper Nominee)

Shaokun Fan and J. Leon Zhao

Winning Crowdsourcing Contests: A Micro-Structural Analysis of Multi-Relational Networks (Best Paper Nominee)

Jiahui Mo, Eric Zheng and Xianjun Geng

Session 2B: IT Usage (Room 131, 2H Building)

Chair: Xue Yang, Nanjing University

Discussant: Bin Gu, University of Texas at Austin

Enhancing Organization's Operational Efficiency through Environmental Performance Improvement: An IT Resource-Based View

Lele Kang, Xiang Wang, Xue Yang and Chuan-Hoo Tan

Teleconsultation: Understanding Continued Use

Ziyu Yan and Xitong Guo

Users' Motivations and Intentions to Pay for Cybercafés in Mainland China

Guoxin Li and Wei Shang

3:50 pm – 4:20 pm Tea Break (Ground Floor, 2H Building)

- 4:20 pm – 5:20 pm** **Panel (International): SCORE (Success, Challenges, Opportunities, Risks, Enterprises) of Information Systems**
- 5:20 pm** Board bus to dinner (via Sophia Church)
- 6:20 pm – 8:20 pm** **Dinner** (Longmen Hotel, VIP Building)
- 8:20 pm** Board bus 1[#] to Shangri-La Hotel from the gate of VIP Building
Board bus 2[#] to Xiyuan Hotel from the gate of VIP Building

Sunday, June 26, 2011

7:00 am – 7:40 am Buffet Breakfast

Shangri-La Restaurant (Ground Floor, Coffee Auditorium)
Xiyuan Hotel (Ground Floor)

8:00 am

Board bus to Harbin Institute of Technology (HIT) from Shangri-La and Xiyuan Hotel respectively

8:30 am – 10:00 am Parallel Sessions

Session 3A: Economics of IS (Room 139, 2H Building)

Chair: Cheng Zhang, Fudan University

Discussant: De Liu, University of Kentucky

Eric Zheng, University of Texas at Dallas

Who Welcomes Behavioral Targeting: An Economic Analysis

Jianqing Chen and Jan Stallaert.

The Role of Certifiers in Strategic Communication

Hong Xu, Maxwell Stinchcombe and Andrew Whinston.

**Online Competition on Brick-and-Mortar Businesses:
Evidence from the Banking Industry**

Mei Xue and Bin Gu.

Session 3B: IT Adoption (Room 131, 2H Building)

Chair: Wei Zhang, University of Massachusetts Boston

Discussant: Xin Xu, Tsinghua University

**Research on the relation between users' adoption behaviors
and their teaching ability in an online education community**

Liangjuan Qin, Bin Li and Wei Wu.

**Technostress of IT professionals: diverse for different
personality type and related to different career orientations**

Yuwen Liu and Kanliang Wang.

**Perceived Affordances of Web Advertisements: Implications
for Information Artifacts Design**

Jian Tang, Yuxiang Zhao and Ping Zhang.

10:00 am – 10:30 am Tea Break (2nd Floor, Lecture Hall)

10:30 am – 11:30 am Panel (Chinese): SCORE (Success, Challenges, Opportunities, Risks, Enterprises) of Information Systems Discipline in China

11:40 am Board bus to Haiyun Hotel from 2H Building

12:00 am–13:30 pm Lunch (Haiyun Hotel,19Xidazhi.St.Nangang.Dist.Harbin.
Tel:82832107)

13:20 pm Board bus to 2H Building from Haiyun Hotel

1:30 pm – 3:00 pm Parallel Sessions

Session 4A: IT Security and Risk (Room 139, 2H Building)

Chair: Rui Chen, Ball State University

Discussant: Yuzhu Li, University of Massachusetts at Dartmouth

Decision Right of IT Unit and Risk Taking in IT Adoption

Ling Xue, Cheng Zhang, Hong Ling and Xia Zhao.

Victimized by Phishing: A Dual-Process Information Processing Perspective

Wei Zhang, Xin Luo and Zhengchuan Xu.

Improving Emergency Management through Organizational Capabilities

Rui Chen

Session 4B: Electronic Marketplace (Room 131, 2H Building)

Chair: Ke-Wei Huang, National University of Singapore

Discussant: Hong Xu, HKUST

Patterns and Driving Factors of C2C Seller Growth (Best Paper Nominee)

Weijia You, Mu Xia and Lu Liu.

Effects of Friendship Links on Online Sellers' Performance: An Empirical Study

Youwei Wang, Fan Chen, Peiran Zhang and Dan Li

Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors — An Empirical Study of Penny Auctions

Hanxiong Zheng, Khim Yong Goh and Ke-Wei Huang

2:30 pm – 3:00 pm Tea Break

3:30 pm – 5:00 pm Parallel Sessions

Session 5A: Organizational Impact of IT (Room 139, 2H Building)

Chair: Alex Tung, University of Connecticut

Discussant: Jianqing Chen, University of Texas Dallas

Best Buy's Exit from China's Market – Anachronistic Strategy to Blame?

Hong Jie Qiang and Zhangxi Lin

Human Capital and Information Technology Capital Investments for Firm Innovation: Curvilinear Explanations

John Qi Dong, Jinyu He and Prasanna Karhade

The Motivations and Impacts of Innovation in Open Source Software

Wei Chen, Vish Krishnan and Kevin Zhu

Session 5B: IT Learning and Skills (Room 131, 2H Building)

Chair: Xitong Guo, Harbin Institute of Technology

Discussant: Xiaobo Xu, American University of Sharjah

Research-in-progress: Introducing Basic Project Management Skills in an Introductory Information Systems Course: a Constructivist Approach to Teach and Learn High-Order Business Skills

Yuzhu Li

Effects of Outsourcing on IT Professionals

H. Michael Chung and M.B. Khan

5:20 pm-6:00 pm Board bus to Longhua Fishing Village Restaurant from 2H Building

6:00 pm – 8:30 pm Dinner
Longhua Fishing Village (2-4 Zhenbin North Street, Songbei District), Tel: 0451-88111111

8:30 pm Board bus 1[#] to Shangri-La Hotel
Board bus 2[#] to Xiyuan Hotel