

**CSWIM 2013**  
**The Seventh China Summer Workshop on Information Management**  
**June 29-June 30, 2013**  
**Tianjin, P. R. China**

**Program**  
**(Last updated on June 26, 2013)**

**Conference Venue:** B-103, Tianjin University Building #26  
 No.92 Weijin Road Nankai District, Tianjin, China

**June 28, Friday**

14:00-20:30	<b>Registration</b> 1. The Westin Tianjin Hotel Lobby 2. Tianjin University 42 Zhai Guest House (天津大学 42 斋招待所)
18:30-20:30	<b>Welcome Reception</b> Location: 1. Restaurant Tianjin University 42 Zhai Guest House (42 斋招待所) 2. Seasonal Tastes Restaurant, first floor Westin Tianjin Hotel)

**June 29, Saturday**

7:30-18:00	<b>Registration</b> B-103, Tianjin University Building #26
8:00-8:30	<b>Bus to the workshop venue (from Westin Hotel, departure time: 8:00)</b>
8:40-9:00	<b>Welcome Speech</b> B-103, Tianjin University Building #26
9:00-10:00	<b>Keynote speech #1</b> (location: B-103) <b>Topic:</b> Information Systems Research and Education in China: Challenges and Opportunities in the Era of Big Data  Professor Guoqing Chen Department of Management Science and Engineering School of Economics and Management, Tsinghua University, China
10:00-10:30	<b>Photo session</b> <b>Tea break</b>
10:30-12:00	<b>Parallel sessions</b>  <b>Session A1: ICT and Business</b> (location: B-118) <b>Chair:</b> Chunmian Ge, National University of Singapore  <b>Measuring the Information Technology Spillover Effect from Google</b> Chunmian Ge, Ke-Wei Huang, and Atreyi Kankanhalli, National University of Singapore

	<p><b>Research on Stages of IT-enabled Business Innovation: The Perspective of Institutional Entrepreneurship Theory</b> Dong Li and Biao Liu, Guanghua School of Management, Peking University</p> <p><b>Adaptation of Risk Attitude in the Evolutionary Iterated Prisoner's Dilemma Game: Application to Information Technology Industry</b> Weijun Zeng, Minqiang Li, and Fuzan Chen, College of Management and Economics, Tianjin University</p> <p><b>Session B1: Information Diffusion</b> (location: B-120) <b>Chair:</b> Jiayin Qi, Beijing University of Posts and Telecommunications</p> <p><b>Topic Propagation Prediction of Negative User Generated Contents with the Consideration of Enterprise's Interferences on Social Media</b> Jiayin Qi and Qixing Qu, School of Economics and Management, Beijing University of Posts and Telecommunications</p> <p><b>Knowledge Diffusion in Online Knowledge Communities: An Exploratory Study</b> Xiaomo Liu, G. Alan Wang, and Weiguo Fan, Virginia Polytechnic Institute and State University</p> <p><b>Dealing with Social Factors in Group Recommender Systems from The Perspective of Emotional Contagion</b> Junpeng Guo, Aiai Li, and Qipeng Wang, College of Management and Economics, Tianjin University</p>
12:00-13:30	<b>Lunch at Tianjin University 42 Zhai Guest House</b> (天津大学 42 斋招待所)
13:30-15:00	<p><b>Parallel sessions</b></p> <p><b>Session A2: Social Networks</b> (location: B-118) <b>Chair:</b> Daning Hu, University of Zurich</p> <p><b>Identifying Hidden Community Elites in Online Social Networks</b> Daning Hu, University of Zurich Xuan Yang, City University of Hong Kong Jiexun Li, Drexel university Jiaqi Yan, University of Zurich</p> <p><b>Link Analysis of NGO Websites in China: A Preliminary Investigation</b> Xixian Peng, Yuxiang Zhao, Jianjun Sun, and Qinghua Zhu, School of information management, Nanjing University</p>

	<p><b>Web Users' Access Prediction Based on HMM</b> Xin Wang, Zhong Yao, and Yan Bai, School of Economics and Management, BeiHang University</p> <p><b>Session B2: Marketing</b> (location: B-120) <b>Chair:</b> Lina Zhou, University of Maryland, Baltimore County</p> <p><b>Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion</b> <b>(Best Paper Nominee)</b> Lizhen Xu, Georgia Institute of Technology Jason Duan, University of Texas at Austin Andrew Whinston, University of Texas at Austin</p> <p><b>Optimal Marketing Entry Timing for Successive Product Generations</b> <b>(Best Paper Nominee)</b> Zhengrui Jiang, Iowa State University Dipak Jain, INSEAD</p> <p><b>Customer Metrics and Firm Value: Integrating Consumer Buzz and Traffic in Social Media Marketing</b> Jennifer Zhang and Xueming Luo, University of Texas at Arlington</p>
15:00-15:20	<b>Tea break</b>
15:20-16:50	<p><b>Parallel sessions</b></p> <p><b>Session A3: E-Commerce Practice</b> (location: B-118) <b>Chair:</b> Wenli Li, Dalian University of Technology</p> <p><b>What a Difference a Day Made?: An Empirical Study on an Online Daily Deal Site Using a Structural Model</b> Seongmin Jeon, Jongmun Yoon, and Byungjoon Yoo, Seoul National University</p> <p><b>Elimination by Aspects in Electronic Commerce –Evidence from Online Marketplace and Implications for Empirical Model Specification</b> Mohan Wang, Harbin Institute of Technology Bin Gu, Arizona State University Qiang Ye, Harbin Institute of Technology</p> <p><b>An Empirical Study about the Effects of Delivery Time on Sales Using Difference-in-Difference Methods: A Case of Clothes Sales in Taobao</b> Seongmin Jeon, Byungjoon Yoo, and Tongyo Han, Seoul National University</p> <p><b>Session B3: Production</b> (location: B-120)</p>

	<p><b>Chair:</b> Zhengrui Jiang, Iowa State University</p> <p><b>Two-Dimensional Vertical Differentiation for Information Products by Considering Customers' Intolerance to Degradation</b> Haiyang Feng, Minqiang Li, and Fuzan Chen, College of Management and Economics, Tianjin University</p> <p><b>Optimal Pricing Policy for Successive Product Generations</b> Zhengrui Jiang, Iowa State University Dengpan Liu, Iowa State University Dipak Jain, INSEAD</p> <p><b>Online Product Reviews: Implications for Retailers and Competing Manufacturers</b> Young Kwark, Jianqing Chen, and Srinivasan Raghunathan, University of Texas at Dallas</p>
16:50-17:00	<b>Tea break</b>
17:00-18:00	<p><b>Session A4: Risk and Security (B-118)</b> <b>Chair:</b> J. Leon Zhao, City University of Hong Kong</p> <p><b>Competing with Piracy: A Multi-Channel Sequential Search Approach</b> Xianjun Geng and Young Jin Lee</p> <p><b>Liquidity Risk Management Based on System Dynamics: A User-Centric Decision Support Framework</b> Xiaoyu Wu, Yulin Fang, and J. Leon Zhao</p> <p><b>Human Factors Identification in Aviation Incidents Using Topic Mining</b> Donghui Shi, Jozef Zurada, and Jian Guan</p>
18:00-18:30	<b>Bus to the location of banquet (from Tianjin University Building #26, departure time: 18:10)</b>
18:30-20:00	<b>Banquet</b>
20:00-20:30	<b>Bus to Haihe river wharf (from the location of banquet, departure time: 20:00)</b>
20:30-21:30	<b>Haihe river cruise</b>
21:30	<b>Bus to hotels (Westin and Tianjin University 42 Zhai Guest House)</b>

**June 30, Sunday**

8:00-8:30	<b>Bus to the workshop venue (from Westin Hotel, departure time: 8:00)</b>
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8:30-9:30	<p><b>Keynote speech #2</b> (location: B-103, Tianjin University Building #26)  <b>Data Revolution, Model Evolution</b>  Professor Sumit Sarkar  Naveen Jindal School of Management, University of Texas at Dallas, USA</p>
9:30-9:45	<b>Tea break</b>
9:45-10:45	<p><b>Panel discussion: Big Data Analytics: Innovative Applications</b>  Location: B-103, Tianjin University Building #26  Moderator: Harry Jiannan Wang, University of Delaware</p> <p>Panelists:  Ms. Heng (Harriet) Cao, IBM Research, China  Weihang Jiang, Netease, China  Shoukun Wang, Douban.com, China  Yi Wang, Tencent, China</p>
10:45-11:00	<b>Tea break</b>
11:00-12:30	<p><b>Parallel sessions</b></p> <p><b>Session A5: Consumers Behavior</b> (location: B-118)  <b>Chair:</b> Huimin Zhao, University of Wisconsin-Milwaukee</p> <p><b>Understanding Consumer Behavioral Responses toward Social Shopping Sites: An Integrative Perspective</b>  Jian Tang and Ping Zhang, Syracuse University</p> <p><b>Do Household Cable TV Viewing Patterns Demonstrate Efficiency and Concentration?</b>  <b>(Best Paper Nominee)</b>  Ray Chang, Singapore Mgmt. Univ.  Pulak Ghosh, Indian Institute of Mgmt., Bangalore  Gwangjae Jung, Singapore Mgmt. Univ.  Robert J. Kauffman, Singapore Mgmt. Univ.  Peiran Zhang, Singapore Mgmt. Univ. &amp; Fudan Univ.</p> <p><b>The Effect of Cognitive Appraisal and Emotion on Online Shoppers' Privacy Behaviors</b>  Han Li, Minnesota State University Moorhead  Rathindra Sarathy, Oklahoma State University</p> <p><b>Session B4: Cloud and Mobile</b> (location: B-120)  <b>Chair:</b> Jing Wu, Southwestern University of Finance and Economics</p> <p><b>Mobile Credit Payment – Innovating the Business for More Share in the Growing Cake</b></p>

	<p>Jing Wu, Southwestern University of Finance and Economics Zhangxi Lin, Texas Tech University</p> <p><b>Technology Investment Decision-Making under Uncertainty in Mobile Payment Systems</b> Robert J. Kauffman, Jun Liu, and Dan Ma, School of Information Systems, Singapore Management University</p> <p><b>Exploring Technology Initialization and Business Success in the Cloud Computing Context: An Integrative Framework</b> Ranjit Bose, Anderson School of Management, University of New Mexico Xin Luo, Anderson School of Management, University of New Mexico Wei Zhang, College of Management, University of Massachusetts Boston Han Li, School of Business, Minnesota State University Moorhead</p>
12:30-14:00	<b>Lunch at Tianjin University 42 Zhai Guest House (天津大学 42 斋招待所)</b>
14:00-15:30	<p><b>Parallel sessions</b></p> <p><b>Session A6: Decision Making</b> (location: B-118) <b>Chair:</b> Jinwei Cao, University of Delaware</p> <p><b>Data-driven Decision Making in Public Health</b> Jinwei Cao, University of Delaware</p> <p><b>A Hybrid Recommender System in Multi-Criteria Decision Making Environment</b> Yi Peng, School of Management and Economics, University of Electronic Science and Technology of China Wenli Zhang, School of Management and Economics, University of Electronic Science and Technology of China Gang Kou, School of Business Administration, Southwestern University of Finance and Economics</p> <p><b>A Comparison of Rating Mechanisms in Crowdsourcing Contests</b> Liang Chen, Pei Xu, and De Liu, University of Kentucky</p> <p><b>Session B5: Firm Performance</b> (location: B-120) <b>Chair:</b> Haijing Hao, University of Massachusetts, Boston</p> <p><b>Intellectual Capital, Innovation Capability, Environmental Dynamism and Firm Performance: An Empirical Study</b> Zhining Wang, China University of Mining and Technology Nianxin Wang, Jiangsu University of Science and Technology Huigang Liang, East Carolina University</p>

	<p>Yajiong Xue, East Carolina University</p> <p><b>Determinants of Employees' Intention to Exert Pressure on their Firms to Engage in Web Accessibility</b> Jing Chen and Lih-Bin Oh, School of Management, Xi'an Jiaotong University</p> <p><b>Quantifying the Impact of Social Learning on Information Technology Adoption: A Hierarchical Bayesian Learning Model Approach</b> Haijing Hao, College of Management, University of Massachusetts Boston Rema Padman, Heinz College, Carnegie Mellon University Baohong Sun, Cheung Kong Graduate School of Business Rahul Telang, Heinz College, Carnegie Mellon University</p>
15:30-15:45	<b>Bus to Tianjin University History Museum (from Tianjin University Building #26)</b>
16:00-17:30	<b>Visiting Tianjin University History Museum</b>
17:30-18:00	<b>Bus to the location of dinner (from Tianjin University History Museum, departure time: 17:30)</b>
18:00	<b>Dinner</b>

**Notes:**

1. All paper presentations should be prepared and delivered in English.
2. Each presentation must provide Microsoft PowerPoint or PDF slides.
3. Each presentation takes 30 minutes, including a 20-minute presentation of the paper, a 5-minute critique from the discussant, and another 5-minute for question from the audience.
4. Location of Meetings
  - 1) Two keynote talks will be held in B-103, Tianjin University Building #26;
  - 2) Panel discussion will be held in B-103, Tianjin University Building #26;
  - 3) All parallel sessions A# will be held in B-118, Tianjin University Building #26;
  - 4) All parallel sessions B# will be held in B-120, Tianjin University Building #26.