



CSWIM 2014

China Summer Workshop on Information Management
June 21-22, 2014, Chengdu, China



**The 8th China Summer Workshop on Information Management
(CSWIM 2014)**

June 21 – 22, 2014

**First Teaching Building, UESTC - Shahe Campus
No. 4, Section 2, North Jianshe Road
Chengdu, China**

**Tentative Program
(Last Updated on June 9, 2014)**

CSWIM 2014 Chengdu Program (<http://2014.cswimworkshop.org/>)

Friday, June 20, 2014

2:00 pm – 8:30 pm | Registration at Tianfu Sunshine Hotel

6:00 pm – 8:30 pm | Reception

**Welcome Reception
(Ticket/Registration Required)
Season Bar at Tianfu Sunshine Hotel (Lobby Area)**

Saturday, June 21, 2014 – WORKSHOP DAY 1

7:00 am – 8:20 am | Breakfast (in your hotel; only light refreshments on site)

8:20 am | Board Bus to UESTC - Shahe Campus from Tianfu Sunshine Hotel

9:00 am – Noon | Registration on site

9:00 am – 9:30 am | Welcome Remarks, Room 104

9:30 am – 10:15 am | Keynote #1, Room 104

Health Big Data and Analytics: Clinical Decision Support and Patient Empowerment

Dr. Hsinchun Chen

Arizona Regents' Professor

Thomas R. Brown Chair in Management and Technology

Director of Artificial Intelligence Laboratory

University of Arizona

Abstract:

In this talk I will discuss the research opportunities in health big data analytics. Based on research partnership in Asia, I will present our ongoing research in disease progression modeling using Electronic Health Record (EHR) and adverse drug event extraction using patient social media. A working prototype system DiabeticLink which aims to support healthcare decision making and patient empowerment for diabetes patients will be introduced. Research partnership in Asia for health analytics research is sought. I will also introduce the NSF Smart and Connected Health (SCH) research program, which I will lead in August 2014.

Bio:

Dr. Hsinchun Chen is University of Arizona Regents' Professor and Thomas R. Brown Chair in Management and Technology in the Management Information Systems (MIS) Department and Professor of Entrepreneurship & Innovation in the McGuire Center for Entrepreneurship at the College of Management of the University of Arizona. He received the B.S. degree from the National Chiao-Tung University in Taiwan, the MBA degree from SUNY Buffalo, and the Ph.D. degree in Information Systems from the New York University. Dr. Chen is director of the Artificial Intelligence Lab and has served as a faculty of the UA MIS department (ranked #3 in MIS) since 1989. He had served as a Scientific Counselor/Advisor of the National Library of Medicine (USA), Academia Sinica (Taiwan), and National Library of China (China).

10:15 am – 10:30 am | Tea Break

10:30 am – Noon Session A	
A1: IS Economics (I)	A2: Big Data
Track Chair: Xianjun Geng, Room: 109 University of Texas at Dallas	Track Chair: Catherine Yang, Room: 111 University of California, Davis
How Costs and Heterogeneous Consumer Price Sensitivity Interact with Add-On Pricing Xianjun Geng, University of Texas at Dallas Jeffrey Shulman, University of Washington (***) Best Paper Nominee Discussant: Juan Feng, City University of Hong Kong	Personalized Recommendation Based on Overlapping Communities Using Time-weighted Association Rules Haoyuan Feng, Jin Tian, Tianjin University Harry Jiannan Wang, University of Delaware Minqiang Li, Fuzan Chen, Nan Feng, Tianjin University (***) Best Paper Nominee Discussant: Catherine Yang, University of California, Davis
Comparing Two Rating Mechanisms in Crowdsourcing Contests Liang Chen, University of Kentucky Pei Xu, University of Kentucky De Liu, University of Minnesota Discussant: Zhongju Zhang, University of Connecticut	A Thematic Analysis of Analyst Information Discovery and Information Interpretation Roles Allen Huang, HKUST Reuven Lehavy, University of Michigan Amy Zang, Rong Zheng, HKUST Discussant: Bin Zhu, Oregon State University
Consumer-Generated Reviews and Social Learning: Implications for Quality Perception of New Products Jiao Feng and Zhong Yao, Beihang University Discussant: Xianjun Geng, University of Texas at Dallas	Two-sided Peer Influence on Content Creation in Social Media Platforms Bin Zhang, University of Arizona Anjana Susarla, Michigan State University Ramayya Krishnan, Carnegie Mellon University (***) Best Paper Nominee Discussant: Ke-Wei Huang, National University of Singapore
Noon – 1:00 pm Lunch (Ticket/Registration Required): Wanyou Restaurant (No. 1 Student Restaurant)	

1:00 pm – 2:30 pm Session B	
B1: Mobile Commerce	B2: Behavioral IS (I)
<p>Track Chair: Dongsong Zhang, Room: 109 University of Maryland, Baltimore County</p>	<p>Track Chair: Han Zhang, Room: 111 Georgia Institute of Technology</p>
<p>An Empirical Analysis of Rational Addiction to Mobile Social Apps Hyeokkoo Eric Kwon, Hyunji So, KAIST Sang Pil Han, City University of Hong Kong Wonseok Oh, KAIST</p> <p>Discussant: Qiang Ye, Harbin Institute of Technology</p>	<p>Inside the Minds of Software Pirates: A Comparison Study of American and Chinese Pirates Xiaorui Hu, Saint Louis University Guohua Wu, California State University at Fullerton Bin Lu, Zhejiang University of Finance and Economics Wenbo Kuang, Renmin University of China</p> <p>Discussant: Han Zhang, Georgia Institute of Technology</p>
<p>An Empirical Analysis of Mobile App Time Use Sang Pil Han, City University of Hong Kong Sungho Park, Arizona State University Wonseok Oh, KAIST</p> <p>Discussant: Byungjoon Yo, Seoul National University</p>	<p>Is Attribute-based Customization Always Better? An Extended Attribute-based Online Customization System Proposed and Its Advantage Ning Wang and Kanliang Wang, Renmin University of China</p> <p>Discussant: Rui Chen, Ball State University</p>
<p>The Effect of Interruptions and Page Switching Mode On Mobile Shopping Behavior Yong Wang, Xue Yang and Quansheng Wang, Nanjing University</p> <p>Discussant: Sang Pil Han, City University of Hong Kong</p>	<p>An Exploration of the Risk Sources of Social Networking Site Usage Rui Chen and Sushil Sharma, Ball State University</p> <p>Discussant: Xin Luo, University of New Mexico</p>

2:30 pm – 2:45 pm | Tea Break

2:45 pm – 4:15 pm Session C	
C1: Online Community	C2: E-Commerce
Track Chair: Huimin Zhao, Room: 109 University of Wisconsin, Milwaukee	Track Chair: Zhiling Guo, Room: 111 Singapore Management University
Rational and Irrational Herding in P2P lending Seongmin Jeon, Gachon University Byungjoon Yoo, Seoul National University Discussant: Michael Zhang, HKUST	Complimentary Return Freight Insurance as Signals: An Innovation in E-commerce Return Policy Shidao Geng, Wenli Li and Rui Li, Dalian University of Technology Discussant: Zhiling Guo, Singapore Management University
Motivating User Contributions to Online Communities: A Structural Modeling Approach Wei Chen, University of California, San Diego Xiahua Wei, University of Washington, Bothell Kevin Zhu, University of California, San Diego Discussant: Beibei Li, Carnegie Mellon University	Administering and Capitalizing on Product sampling In an online context Xianghua Lu, Chee Wei Phang, Xinlin Yao, Fudan University Sulin Ba, University of Connecticut Discussant: Hong Xu, HKUST
A Feature-based Approach to Sentiment Analysis of Online Chinese Product Reviews Meiming Xing, Zhijun Yan, Beijing Institute of Technology Dongsong Zhang, University of Maryland, Baltimore Baizhang Ma, Wenyang Liu, Beijing Institute of Technology Discussant: Huimin Zhao, University of Wisconsin, Milwaukee	

4:15 pm – 4:30 pm | Tea Break

4:30 pm – 6:00 pm | Panel #1, Room 104

Opportunities for Research Collaborations in China

Moderator: Jeffrey Hu, Georgia Institute of Technology

Panelists (Alphabetic Order)

- Guoqing Chen Tsinghua University
- Hsinchun Chen University of Arizona
- Yongkai Ma University of Electronic Science and Technology of China
- Qiang Ye Harbin Institute of Technology
- Leon Zhao City University of Hong Kong
- Wei Zhang Tianjin University

6:00 pm | Board Bus to Dinner Place (顺兴老茶馆)

7:00pm – 9:00pm | Gala Evening (Ticket/Registration Required)

顺兴老茶馆 (沙湾店) Shunxinglao Tea House

地址：金牛区 沙湾路 258 号国际会展中心 3 楼 (沙湾国际会展中心南侧)

258 Shawan Rd, Jinniu, Chengdu, Sichuan, China, 610031

9:00 pm | Board Bus to Tianfu Sunshine Hotel

Sunday, June 22, 2014 – WORKSHOP DAY 2

7:00 am – 8:20 am | Breakfast (in your hotel; only light refreshments on site)

8:20 am | Board Bus to UESTC - Shahe Campus from Tianfu Sunshine Hotel

9:00 am – 10:30 am | Session D

<p align="center">D1: IS Economics (II)</p> <p>Track Chair: Dan Ma, Room: 109 Singapore Management University</p>	<p align="center">D2: Healthcare IT</p> <p>Track Chair: Eric Zheng, Room: 111 University of Texas at Dallas</p>
<p>User-Generated Content and Product Design of Competing Firms Young Kwark, University of Florida Jianqing Chen, Srinivasan Raghunathan, University of Texas at Dallas</p> <p>Discussant: Dengpan Liu, Iowa State University</p>	<p>Can Health Information Sharing Reduce Duplicate Testing? Sezgin Ayabakan, Eric Zheng and Indranil Bardhan, University of Texas at Dallas Kirk Kirksey, University of Texas Southwestern Medical Center Dallas</p> <p>Discussant: Zhijun Yan, Beijing Institute of Technology</p>
<p>Cardinality Bundles with Constrained Prices Karthik Kannan, Mohit Tawarmalani and Jianqing Wu, Purdue University</p> <p>Discussant: Dan Ma, Singapore Management University</p>	<p>Online Care vs. Traditional Care: A Case Study of eVisit Usage Changmi Jung and Rema Padman, Carnegie Mellon University</p> <p>Discussant: Eric Zheng, University of Texas at Dallas</p>
<p>When Online Reviews Meets Market Share Signal: Optimal Pricing Influenced by Different Information Policies Yang Liu, Juan Feng, City University of Hong Kong Xiuwu Liao, Xi'an Jiaotong University</p> <p>Discussant: De Liu, University of Minnesota</p>	<p>Users' Roles and Involvement in Online Health Communities — a Social Support Perspective Xi Wang and Kang Zhao, University of Iowa</p> <p>Discussant: Rong Zheng, HKUST</p>

10:30 am – 10:45 am | Tea Break

10:45 am – 11:30 am | Keynote #2, Room 104

Accelerating Digitization: Opportunities for Innovation

Dr. Ramayya Krishnan

Dean of Heinz College

William W. and Ruth F. Cooper Professor of Management Science and Information Systems

Carnegie Mellon University

Abstract:

The pace of change and digitization-led transformations enabled by Information technology (IT) in important societal and business domains is accelerating. This has led to significant innovation resulting in the creation of new services and business models (e.g., the latest example being the Ubers and Airbnb's of the sharing economy) and in the highly visible role for IT in major societal initiatives such as the rollout of the Affordable Care Act. Vulnerabilities associated with this digitization have also been recently in the news – from the contentious discussions about surveillance to the widely reported security breaches at companies such as Target. Hand in hand with these developments has been the emergence of data science or big data as a field in its own right taking advantage of two unique capabilities enabled by information technology-based platforms. The first pertains to opportunities to instrument collection and analysis of either large amounts of fine grained data or highly contextualized data about phenomena of interest (e.g., about people and their behaviors). The second is the capacity to conduct near real time, closed loop experiments at the scale required by the analysis to draw causal inferences. As evidenced by the considerable interest shown by Private and Government Research Foundations (Sloan, Moore, NSF, NIH and DOT), there are a number of interesting opportunities for innovation using a research, development and deployment metaphor I have introduced in prior addresses. In this talk, I will highlight using business and societal examples some of the important research and innovation opportunities that lie at the intersection of data science, social science and computing.

Bio:

Ramayya Krishnan holds the John Heinz III Dean's Chair and is the W.W. Cooper and Ruth F. Cooper Professor of Management Science and Information Systems at the H. John Heinz III College at Carnegie Mellon University. The College is home to CMU's School of Information Systems and Management and to its School of Public Policy and Management. He completed his studies in Engineering, Information Systems and Operations Research at the Indian Institute of Technology (Madras) and the University of Texas at Austin. His current areas of research interest are in large scale network analysis and in the development of methods that balance confidentiality and data access. He works on data intensive problems that arise in a variety of business and application domains.

11:30 am – 1:00 pm | Lunch (Ticket/Registration Required): Wanyou Restaurant (No. 1 Student Restaurant)

1:00 pm – 1:20 pm | Best Paper Award Ceremony, Room 104

1:20 pm – 3:00 pm | Panel #2, Room 104

Future of Digital Innovation and Transformation

Moderator: Prabuddha De, Purdue University

Panelists (Alphabetic Order)

- Ravi Bapna University of Minnesota
- Ramnath Chellappa Emory University
- Anindya Ghose New York University
- Ramayya Krishnan Carnegie Mellon University
- Giri Kumar Tayi University at Albany-SUNY

3:00 pm – 3:15 pm | Tea Break

3:15 pm – 4:45 pm | Session E

E1: IS Economics (III)	E2: Behavioral IS (II)
Track Chair: Beibei Li, Room: 109 Carnegie Mellon University	Track Chair: Pengzhu Zhang, Room: 111 Shanghai Jiao Tong University
Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance Vibhanshu Abhishek, Jing Gong and Beibei Li, Carnegie Mellon University (*** Best Paper Nominee)	Does Mianzi Really Matter? Yonghong Sun and Yuewen Liu, Xi'an Jiaotong University Discussant: Honghui Deng, University of Nevada, Las Vegas
Discussant: Kai-Lung Hui, HKUST	

<p>Determinants of Polarized Sales Distribution in E-market: C2C Mobile Phone Market Scenario of China Huiying Li, Xiamen University Zhisheng Wang, Huaqiao University</p>	<p>A Framework for Designing An Intelligent e-Health Management System Jinwei Cao, University of Delaware Pengzhu Zhang, Shanghai Jiao Tong University</p>
<p>Discussant: Ling Xue, University of North Carolina at Greensboro</p>	<p>Discussant: Kanliang Wang, Renmin University of China</p>
<p>IT, Ambidexterity, and Firm Performance: An Exploration Wei Zhang, University of Massachusetts Boston Liang Li, University of International Business and Economics</p> <p>Discussant: Harris Wu, Old Dominion University</p>	<p>Understanding Organizational Employees' Information Security Policies Compliance Behavior: The Critical Roles of Perceived Justice and Corporate Ethical Values Yulong Ke, Wenli Li and Jin Yin, Dalian University of Technology</p> <p>Discussant: Jinwei Cao, University of Delaware</p>

4:45 pm | Workshop Ends