

The 10th China Summer Workshop on Information Management

June 25–26, 2016,

Dalian, China

Conference Program

Saturday, June 25th

8:00-8:30	Registration		
8:30-8:45	Welcome Remarks: Wenli Li, Dalian University of Technology, Associate Dean of Faculty of Management and Economics Leon Zhao, City University of Hong Kong, Chair of the CSWIM Advisory Board		
8:45-9:30	Keynote Speech 1: System Intuition and its Roles in Decision Making and Innovation Wang Zhongtuo, Academician of Chinese Academy of Engineering		
9:30-10:15	Keynote Speech 2: The Road Ahead for IS Research and the MIS Quarterly Arun Rai, Editor-in-Chief of MIS Quarterly		
10:15-10:30	Coffee Break		
10:30-12:00	Parallel Sessions: A		
	Session A1: Online Reviews Chair: De Liu, University of Minnesota Peer Effects and the Production of Online Reviews Zhihong Ke, De Liu, and Alok Gupta Discussant: Karen Xie, University of Denver Do Online Reviews Matter?: An Empirical Study of Online Doctor Consultation Service Jiang Wu, Lusha Zhou, and Bin Zhang Discussant: Xianghua Lu, Fudan University	Session A2: Social Media Marketing Chair: Zhiling Guo, Singapore Management University What strategy is effective? Opening the black box of social media marketing Fei Wan, Fei Ren, and Yong Tan Discussant: Byungjoon Yoo, Seoul National University An Experimental Investigation of Product Competition and Marketing in Social Networks (best paper nominee) Cen Chen, Zhiling Guo, Shih-Fen Cheng and Hoong Chuin Lau Discussant: Chulho Lee, Korea Advanced Institute of Science and Technology	Session A3: Pricing Chair: Yinliang Tan, Tulane University Strategic Analysis of the Agency Model for Digital Goods Yinliang Tan and Janice Carrillo Discussant: Qingning Cao, University of Science and Technology of China Impact of Network Externality on Intertemporal Mixed Bundling Strategy for Information Products Xiaoxiao Luo, Minqiang Li, Nan Feng and Jin Tian Discussant: Yinliang Tan, Tulane University

	<p>Investigating WOMs behind Crisis: Direct and Contingent Spillover Effect in Supply Chain Partnership Xiaolun Wang, Cenying Yang, Cheng Zhang, and Hong Chen Discussant: Jifeng Luo, Shanghai Jiaotong University</p>	<p>Interplay between Social Media and Traditional Media: A Study in the Motion Picture Industry Yinan Yu, Hailiang Chen, and Liangfei Qiu Discussant: Fei Ren, Peking University</p>	<p>Consumers Behavior-Based Pricing for Online Group-buying Wei Li Discussant: Chao Ding, University of Hong Kong</p>
12:00-13:30	Lunch		
13:30-15:00	Parallel Sessions: B		
	<p>Session B1: Business Analytics Chair: Bin Gu, Arizona State University</p> <p>Product Sales through Social Media: Alignment of Firm-Consumer Communication and Online Social Networking Platforms Chunxiao Li, Benjamin Shao, and Bin Gu Discussant: Cheng Zhang, Fudan University</p> <p>Competitive Analytics in Multi-channel Cross-Competitor Advertising Attribution Yiyi Li, Ying Xie, and Eric Zheng Discussant: De Liu, University of Minnesota</p> <p>Social Media Analytics for Discovering Adverse Safety Events for Patients with Chronic Kidney Disease Yin Kang, Lina Zhou, Jeffrey Fink, and Rebecca Doerfler Discussant: Jian Ma, University of Colorado, Colorado Springs</p>	<p>Session B2: Mobile Chair: Byungjoon Yoo, Seoul National University</p> <p>Mobile App Recommendation: Maximize Total App Downloads Zhuohua Chen, Yinghui Yang, and Hongyan Liu Discussant: Yilu Zhou, Fordham University</p> <p>Announcing Privacy Threshold in Mobile Operation System Competition: Legal Collusion Zixuan Meng, Xue Tan, and Yong Tan Discussant: Juan Feng, City University of Hong Kong</p> <p>Is Casual Game Really Casual? An Empirical Analysis of Purchasing behavior in Mobile Casual Games Byungjoon Yoo, Moon Kyoung Jang, and Changkeun Kim Discussant: Lei Wang, Penn State University</p>	<p>Session B3: Crowdfunding Chair: Ling Ge, City University of Hong Kong</p> <p>Crowdfunding for Microfinance: The New Hope? Xuechen Luo, Ling Ge, and Chong Alex Wang Discussant: Wei Chen, University of Arizona</p> <p>A Cross-Platform Comparison of Crowdfunding: An Exploratory Study Qianzhou Du, Mi Zhou, Zhilei Qiao, Xuan Zhang, Alan Wang, and Weiguo Fan Discussant: Zhiling Guo, Singapore Management University</p> <p>Do Crowd-funders Invest in “Persons” or “Ideas”? A Text Mining Approach for Crowd Funding Campaigns Wei Wang, Wei Chen, Kevin Zhu, and Hongwei Wang Discussant: Alex Wang, City University of Hong Kong</p>
15:00-15:15	Coffee Break		

15:15-16:45	<p>Panel: Meet the editors: Road to Relevance and Rigor, Local and Global Panelists: Sridhar Narasimhan (Chair/Moderator, former Senior Associate Dean, Co-Director of Business Analytics Center, Scheller College of Business, Georgia Institute of Technology) Elena Karahanna (Associate Editor of Management Science, former Senior Editor of Information Systems Research and MIS Quarterly) Subodha Kumar (Deputy Editor and Department Editor of Production and Operations Management, Associate Editor of Information Systems Research) Vijay Mookerjee (Senior Editor of Information Systems Research, Associate Editor of Management Science) Arun Rai (Editor-in-Chief of MIS Quarterly) Sean Xu (Senior Editor of MIS Quarterly)</p>		
16:45-17:00	Coffee Break		
17:00-18:00	Parallel Sessions: C		
	<p>Session C1: IT Capabilities Chair: Dawei Zhang, Lehigh University</p> <p>Managing Supply Base Complexity through All-in-One Intermediaries: IT-enabled Capabilities and Economic Outcomes J.J. Po-An Hsieh, Arun Rai, Sean Xin Xu, and Zhitao Yin Discussant: Ling Ge, City University of Hong Kong</p> <p>Do IT Investments Impact Ex-ante Firm Risk? - New Evidence from the Option Market Dawei Zhang and Barrie Nault Discussant: Lihui Lin, Tsinghua University</p>	<p>Session C2: Data and Text Mining Chair: Juheng Zhang, University of Massachusetts Lowell</p> <p>Mining Hidden Information Juheng Zhang Discussant: Catherine Yang, UC Davis</p> <p>A Process Mining Framework for Analyzing Learning Clickstream Data Harry Wang, Gang Wang, and Mu He Discussant: Lina Zhou, University of Maryland, Baltimore County</p>	<p>Session C3: Algorithm Design Chair: Liwen Hou, Shanghai Jiaotong University</p> <p>A Modified Saving Algorithm for Vehicle Scheduling Problem Zheng Wang Discussant: Liwen Hou, Shanghai Jiaotong University</p> <p>A new hybrid rf-svm ensemble classification model for credit scoring Jiarui Chen and Jianrong Yao Discussant: Xiaobai Li, University of Massachusetts Lowell</p>
18:00-18:30	Break		
18:30-21:00	Dinner		
21:00	Shuttle back to hotels		

Sunday, June 26th

8:30-10:30	Parallel Sessions: D		
	<p>Session D1: Behavioral IS Chair: Fang Chen, University of Manitoba</p> <p>Dual-process Accounts of Reasoning in User’s Information System Risky Behavior Ying Li and Nan Zhang Discussant: Xin Luo, University of New Mexico</p> <p>Facing Saving and Resistance to Clinical Decision Support Systems Yajiong Xue and Huigang Liang Discussant: Nan Zhang, University of Jyväskylä</p> <p>Understanding Enterprise Information Systems Compliance – The Role of Social and Performance Contexts Jingmei Zhou and Yulin Fang Discussant: Huigang Liang, East Carolina University</p> <p>Exploring purchasing-reviewing promptness for online shopping Hua Yuan, Liangqiang Li, Boyan Yao, and Yu Qian Discussant: Fang Chen, University of Manitoba</p>	<p>Session D2: Online Market Chair: Jiahui Mo, Nanyang Technological University</p> <p>The Impact of Competing Tasks in Crowdsourcing Contests Jiahui Mo, Sumit Sarkar, and Syam Menon Discussant: Jinyang Zheng, University of Washington</p> <p>Lenders’ Herd Behavior in Online Peer-to-Peer Lending Platforms Selection Xiangbin Yan, Yang Jiang, Yi-Chun Ho, and Yong Tan Discussant: Dawei Zhang, Lehigh University</p> <p>Seller Reputation, Buyer Informativeness and Trust in the Market—How does the Healthiness of an Online Market Impact Price Dispersion Yuewen Liu and Juan Feng Discussant: Xia Zhao, University of North Carolina at Greensboro</p> <p>An Empirical Investigation of Online Gray Market for Luxury Fashion Goods Xia Zhao, Kexin Zhao, and Jing Deng Discussant: Jiahui Mo, Nanyang Technological University</p>	<p>Session D3: Emerging IT Phenomenon Chair: Weiguo Fan, Virginia Tech</p> <p>How Virtual Reality affects Perceived Learning Effectiveness: A Task-Technology Fit Perspective Xi Zhang, Shan Jiang, and Yongqiang Sun Discussant: Wei Zhang, University of Massachusetts Boston</p> <p>How Firms Develop Customer Agility and When Does Customer Agility Matter: Evidences from Game APP Development Shihao Zhou, Zhilei Qiao, Qianzhou Du, G. Alan Wang, and Weiguo Fan Discussant: Yang Pan, University of Maryland at College Park</p> <p>Can Money Buy Continuous Use? The Case for the Internet-Based IT Innovations Wei Zhang and Haiqing Bai Discussant: Weiguo Fan, Virginia Tech</p> <p>“Invisible Enemies” New Entry Threats, Firm Performance and Board Capital Yang Pan Discussant: Juheng Zhang, University of Massachusetts Lowell</p>
10:30-10:45	Coffee Break		
10:45-11:30	<p>Keynote Speech 3: Analytics: Challenges Ahead Vijay Mookerjee (Senior Editor of Information Systems Research, Associate Editor of Management Science, Charles and Nancy Davidson Chair Professor at the University of Texas at Dallas)</p>		

11:30-12:15	CSWIM 10-year celebration Best Paper Award Introduction to CSWIM 2017		
12:15-13:30	Lunch		
13:30-15:00	Parallel Sessions: E		
	<p>Session E1: Software Strategies Chair: Zhuoxin Li, Boston College</p> <p>“Release Early, Release Often”? The Impact of Release Frequency in Open-Source Software Co- Creation (best paper nominee) Wei Chen, Vish Krishnan and Kevin Zhu Discussant: Alan Wang, Virginia Tech</p> <p>Perpetual Licensing or Leasing of Software with Value Uncertainty Mingdi Xin Discussant: Zhizhong Zhou, Shanghai Jiaotong University</p> <p>Selling or leasing? Dynamic Pricing of Software with Upgrades (best paper nominee) Kunhao Jia and Xiuwu Liao Discussant: Mingdi Xin, University of California at Irvine</p>	<p>Session E2: Online Communities Chair: Zhongyun Zhou, Tongji University</p> <p>Helping Senior Participants Acquire the Right Type of Social Support in Online Communities Changyu Wang, Bin Zhu, Meiyun Zuo and Jingbo Hou Discussant: Kai-Lung Hui, Hong Kong University of Science and Technology</p> <p>Estimating External Motivating Factors in Virtual Inter-organizational Communities of Practice: Peer Effects and Organizational Influences Kexin Zhao, Bin Zhang, and Xue Bai Discussant: Tianjie Deng, University of Denver</p> <p>Drivers and Impact of Routine Diversity and Change in Open Source Projects Tianjie Deng and William Robinson Discussant: Bin Zhang, University of Arizona</p>	<p>Session E3: Platform Strategies Chair: Ling Xue, Georgia State University</p> <p>Optimal Revenue-sharing Strategy in UGC Platform Lu Yang and Xiuwu Liao Discussant: Ming Fan, University of Washington</p> <p>Platform Endorsement V.S. User Generated Evaluation: Determinant for Sales on Online-Marketplace for Service Goods (best paper nominee) Jinyang Zheng, Youwei Wang, and Yong Tan Discussant: Ling Xue, Georgia State University</p> <p>Investigating Interaction Effects between Vertical Integration and Platform Strategies- Evidence from China’s Online Film Platforms Xing Wan and Nianxin Wang Discussant: Yingda Zhai, University of Texas at Austin</p>
15:15-15:30	Coffee Break		
15:30-17:00	Parallel Sessions: F		
	<p>Session F1: Word-of-Mouth Chair: Karen Xie, University of Denver</p> <p>Management Response to Online WOM: Helpful or Detrimental? (best paper nominee) Young Jin Lee, Karen Xie, and Ali Besharat</p>	<p>Session F2: Impact of Information Chair: Hong Xu, Hong Kong University of Science and Technology</p> <p>Personality Information Sharing in the Supply Chain Management Models Xiuyan Ma Discussant: Hao Xia, Harbin Institute of Technology</p>	<p>Session F3: IT and Finance Chair: Harry Wang, University of Delaware</p> <p>Corporate Risk Disclosures and Audit Fees: A Text Mining Approach Rong Yang, Yang Yu, Manlu Liu, and Ke-An Wu</p>

	<p>Discussant: Fang Yin, University of Oregon</p> <p>Love Makes You Blind - A Study of Rating Differences among Groups on Online Travel Reviews Daehwan Ahn, Hyanghee Park, and Byungjoon Yoo Discussant: Bin Zhu, Oregon State University</p> <p>The Effect of EWOM on Online Sales of O2O Retailer: An Empirical Study Lirong Chen and Wenli Li Discussant: Mohan Wang, Soochow University</p>	<p>The Effect of Online Product Reviews on Openness of Retailing Platforms Wen Song, Wenli Li, and Jianqing Chen Discussant: Hong Xu, Hong Kong University of Science and Technology</p> <p>How Social Ties Influence Consumer: Evidence from Event-related Potentials Zhong Yao and Jing Luan Discussant: Zhongyun Zhou, Tongji University</p>	<p>Discussant: Jingguo Wang, The University of Texas at Arlington,</p> <p>Analysis of the Network structure of the China Stock Market Xian Cheng, Sahoyi Liao, Hui Zhu, and Zhongsheng Hua Discussant: Harry Wang, University of Delaware</p> <p>Employee Satisfaction and Corporate Performance: A Text Mining Study on Glassdoor.com Ning Luo, Yilu Zhou, and Xinmiao Li Discussant: Yang Yu, Rochester Institute of Technology</p>
17:00-18:00	Break		
18:00-21:00	Dinner		
21:00	Shuttle back to hotels		