Saturday, June 27

8:30am-8:45am: Welcome Remarks

8:45am-9:30am: Keynote Speech 1

9:30am-10:15am: Panel 1: IS research: Perspectives from Chinese and Overseas Scholars

10:15am-10:30am: Break

10:30am-noon: Parallel Sessions A

Session A1: Social network and media (I)
Tianshu Sun, Siva Viswanathan and Elena Zheleva. Creating Social Contagion through Firm-Mediated Message Design: Evidence from a Randomized Field Experiment (Best paper nominee)

Zhuolun Li and Ke-Wei Huang. The Monetary Value of Twitter Followers: Evidence from NBA Players

Ruibin Geng, Xi Chen and Bin Zhang. Modeling Multiple Peer Influences on Repeat Purchase by Online Game Players

Session A2: Information Security
Yuanxiang John Li and Dan Zhu. A Bayesian Game for Modeling Intrusion Detection


Daryl Jones and Duanning Zhou. The U.S. Drug Supply Chain Security Act of 2013 and Its Information System Implementation

Session A3: Data Analytics (I)
Hongwei Zhu. Identifying Firm Industry from Usage Pattern of XBRL GAAP Taxonomy

Xitong Li and Hongwei Zhu. Data Standardization and Quality Degradation of Human-readable Data: Evidence from the XBRL Mandate
Juheng Zhang. Mining Hidden Information

noon-1pm: Lunch

1:00pm-2:30pm: Parallel Sessions B

Session B1: Platform Strategy and Economics
Ron Adner, Jianqing Chen and Feng Zhu. Frenemies in Platform Markets: The Case of Apple’s iPad vs. Amazon’s Kindle (Best paper nominee)

Peijian Song, Ling Xue, Arun Rai and Cheng Zhang. Asymmetric Cross-side Network Effects and Platform Governance in Software Ecosystem

Yifan Dou and Zhong Yao. Platform’s Contents Investment and Social Welfare

Session B2: Social network and media (II)
Xuan Xiao and Tienan Wang. The Mediating Role of Sociability and Social Overload on Users’ Continuance of Social Networking Services: A Social Influence Perspective

Fei Ren, Fei Wan and Yong Tan. Economic Value of Firm Social Media Engagement

Dongfang Sheng, Jianjun Sun, Jia Tina Du, Dongxiao Gu and Hong Liu. A Cross-gender Study of Link Sharing Tools’ Continuance in Social Media Context

Session B3: Online Review
Uttara Ananthakrishnan, Beibei Li and Michael Smith. A Tangled Web: The Impact of Displaying Fraudulent Reviews on Product Search Engines

Chunxiao Li and Yili Hong. "Cultural Effect" in User-Generated Content: Evidence from Online Reviews

Lirong Chen, Shidao Geng and Wenli Li. The Influence of User-Generated Content on E-commerce Platform

2:30pm-2:45pm: Break

2:45pm-4:15pm: Parallel Sessions C

Session C1: Economics of IS (I)
Vidyanand Choudhary and Mingdi Xin. IT Investment under Competition: The Role of Implementation Uncertainty (Best paper nominee)

Can Sun and Yonghua Ji. Software Anti-piracy in a Competitive Environment: a Game Theoretic Analysis
Fengmei Gong, Barrie Nault and Zhuo Cheng. The Impact of IT on Production Interdependence

Session C2: Data Analytics (II)
Jing Peng, Raghuram Iyengar and Kartik Hosanagar. A Novel Approach to Attribution in Decisions Influenced by Multiple Sources

Xi Wang, Zhiya Zuo and Kang Zhao. Who Is Going to Change Next? A Study of User Roles Transition in Online Health Communities

Sishir Subedi, Jonathan Garza, Gregor Schreiber, Yunwei Cui and Hong Lin. Dynamic Modeling of EEG Data for Brain State Intelligence

Session C3: Online Trust
Chenxi Du, Xusen Cheng, Runge Zhu and Shixuan Fu. Understanding the Trust Development in Computer Mediated Collaboration Team: A Case Study in Internet Industry

Wenli Li and Chengcheng He. Trust Transfer in Social Commerce from a Relational View

Jia Shen. Trust in Social Commerce: A Cross-Cultural Study Proposal

4:15pm-4:30pm: Break

4:30pm-6:00pm: Panel 2: Data Science for Business Analytics

6:00pm-6:30pm: Break

6:30pm-8:30pm: Dinner

Sunday, June 28

9:00am-10:30am: Parallel Sessions D

Session D1: Economics of IS (II)
Qian Tang and Mei Lin. Showrooming vs. Competing: How does Brand Selection Matter? (Best paper nominee)

Yunyoung Hur, Seongmin Jeon and Byungjoon Yoo. Investigation into the Market Viability of Bitcoin: Measuring the Digital Currency’s Speculative Nature

Xiaoxiao Luo, Minqiang Li, Fuzan Chen and Nan Feng. Optimal customized bundling strategy of information goods for customers with two-dimensional heterogeneity
Session D2: Data Analytics (III)
Yongfang Ma, Hongyan Liu, and Yinghui Yang. Competitor Identification based on User Preference and Item attraction.

Jiexun Li. To Binge or not to Binge: An Explorative Study on Twitter Activities of Popular TV Shows

Weifang Wu and Rong Zheng. Does CEO’s IT Knowledge Matter? An Empirical Analysis of Earnings Conference Calls

Session D3: Behavioral IS (I)
Shen Dongdong and Rong Du. Influence of Knowledge Sharing on Service Level and Service Providers’ Capability: An Empirical Study in China

Wang Wei and Lei Mingwang. Assimilation of Enterprise Information Systems: the Effect of Organizational Culture and the Mediating Role of Absorptive Capacity

Dongming Xu and Atefeh Kashfi. E-Business Start Ups Survival: It Service Innovation and Competitive Actions

10:30am-10:45am: Break

10:45am-11:30am: Keynote Speech 2

11:30am-noon: Award Ceremony; Introduction of CSWIM 2016

noon-1pm: Lunch

1:00pm-2:30pm: Parallel Sessions E

Session E1: Social Commerce and E-Commerce
Wenli Li and Zhaoxin Geng. Dynamic model of personalized online services diffusion under social commerce: a study on privacy concerns


Kun Liang, Zhangxi Lin and Cuiqing Jiang. Assessing Seller Credit with the Online Reputation: The Case of Alibaba B2C E-Commerce

Session E2: Economics of IS (III)
Qing Chen, Ke-Wei Huang and Cheng Suang Heng. The Making of Entrepreneurs from the IT Industry: Evidences from a Quasi Experiment with a Finite Mixture Model (Best paper nominee)

Xue Tan, Yi-Chun Ho and Yong Tan. Loyalty Program: the Dilemma of Shipping Fee

Session E3: Behavioral IS (II)
Rui Chen and Sushil Sharma. An Exploration of Member Use of Social Networking Sites from the Relational Capital Perspective

Xing Wan. Investigate Demand-side Synergy On A Digital Platform -The Case Of China’s Video Website

Changyong Liang, Jingyi Hou and Weizhong Fu. Exploring Talent career expectation for development orientated private enterprise in Hefei infrastructure construction industry

2:30pm-2:45pm: Break

2:45pm-4:15pm: Parallel Sessions F

Session F1: Economics of IS (IV)
Jinyang Zheng, Yong Tan and Xi Chen. Optimizing Two Sided Promotion for Consumer Learning for Transportation Network Companies

Lizhen Xu, Jason Duan, Yu Jeffrey Hu, Yuan Cheng and Yan Zhu. A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design

Juan Wang and Xi Chen. A decision making method for two-sided matching of supplier and demander under intelligent medical knowledge service platform

Session F2: Behavioral IS (III)
Jia Li, Minghui Liu and Jinwei Cao. Why Do Users Click On Product Images? The Effect of Perceived Arousal

Rui Chen, Thirumurugan Thiyagarajan and H.Raghav Rao. Improved Online Information Search and Dissemination among DMOs and Citizens for Flood Emergency: Recent Transformations and Missing Links

Wei Zhang. Exploring the Effectiveness of Inverted Classrooms: A Technological Frame perspective

Session F3: Crowdsourcing and Crowdfunding
Liang Chen, Pei Xu and De Liu. Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests

Zhiling Guo and Ling Ge. The Role of Intermediary in Sustainable Lending: An Economic Analysis of Crowdfunding Platform
2:45pm–4:15pm: Panel 3: Business Management in the Big Data Environment (NSFC project)

4:15pm: Workshop Ends