

CSWIM 2015

The 9th China Summer Workshop on Information Management
June 27 – 28, 2015
Hefei University of Technology, Hefei, China



Venue: Academic Activities and Conference Center (学术会议中心), Hefei University of Technology, 193 Tunxi Road (屯溪路 193 号)

Venue Wi-Fi: CSWIM2015-1; CSWIM015-2 Password: CSWIM2015

QQ Group: 452082380

QQ Group QR Code:



WeChat Group: CSWIM2015

WeChat Group QR Code:



Conference Program

Friday, June 26

9:00 (all day)	Registration Location 1: Daoxianglou Hotel, East Building (稻香楼宾馆东楼一楼大厅) Location 2: Jinyiyuan Hotel Lobby (锦怡园宾馆一楼大厅)
18:30	Reception Dinner (Buffet) Location 1: Daoxianglou Hotel (稻香楼宾馆) Location 2: Jinyiyuan Hotel (锦怡园宾馆)

Saturday, June 27

7:40	Shuttles to conference venue, Academic Activities and Conference Center (学术会议中心), Hefei University of Technology 7:40, Location 1: Daoxianglou Hotel, Guiyuan (桂苑) 7:40, Location 2: Daoxianglou Hotel, East Building (东楼)
8:00	Registration (Location: Lobby (一楼大厅))
8:20-8:45	Welcome Remarks (Location: Main Meeting Room (大报告厅)) Professor Zongwei Xu, the President of Hefei University of Technology; Professor Yijun Li, Associate Executive Director of the Management Science Division at the National Natural Science Foundation of China; Professor Han Zhang, Georgia Institute of Technology, the President and one of the co-founders of CSWIM.
8:45-9:30	Keynote Speech 1 (Location: Main Meeting Room (大报告厅)) Manufacturing revolution under the environment of Internet data Shanlin Yang
9:30-10:15	Panel 1: IS research: Perspectives from Chinese and Overseas Scholars (Location: Main Meeting Room (大报告厅)) Panelists: Lihua Huang, Jiye Mao, Minglun Ren (Chair), Douglas Vogel, Kanliang Wang, Christopher Westland, Qiang Ye
10:15-10:30	Break (Location: Lobby (一楼大厅))
10:30-12:00	Parallel Sessions A Session A1: Social network and media (I) (Location: Small Meeting Room on the 2 ND floor (二楼小报告厅)) Chair: Jiexun Li, Oregon State University, jiexun.li@oregonstate.edu Creating Social Contagion through Firm-Mediated Message Design: Evidence from a Randomized Field Experiment (<i>Best paper nominee</i>) Tianshu Sun, Siva Viswanathan and Elena Zheleva Discussant: Han Zhang, Georgia Institute of Technology, han.zhang@mgt.gatech.edu The Monetary Value of Twitter Followers: Evidence from NBA Players Zhuolun Li and Ke-Wei Huang Discussant: Shixi Liu, Hefei University of Technology, liusxchuz@163.com

	<p>Modeling Multiple Peer Influences on Repeat Purchase by Online Game Players Ruibin Geng, Bin Zhang, and Xi Chen Discussant: Jian James Ma, University of Colorado, Colorado Springs, jma@uccs.edu</p> <p>Session A2: Information Security (Location: 2nd Meeting Room (第二会议室)) Chair: Harry Wang, University of Delaware, hjwang@udel.edu</p> <p>A Bayesian Game for Modeling Intrusion Detection Yuanxiang John Li and Dan Zhu Discussant: Zach Zhou, Shanghai Jiao Tong University, zhouzhzh@msn.com</p> <p>Using Shared Information Security Risk Ratings to Reduce Information Cost - A Competitive Analysis Zach Zhou and Eric Johnson Discussant: Duanning Zhou, Eastern Washington University, dzhou@ewu.edu</p> <p>The U.S. Drug Supply Chain Security Act of 2013 and Its Information System Implementation Daryl Jones, Duanning Zhou, Vance Cooney, and Debra Morgan Discussant: Zach Zhou, Shanghai Jiao Tong University, zhouzhzh@msn.com</p> <p>Session A3: Data Analytics (I) (Location: 3rd Meeting Room(第三会议室)) Chair: Hongwei Zhu, University of Massachusetts, Lowell, Harry_Zhu@uml.edu</p> <p>Identifying Firm Industry from Usage Pattern of XBRL GAAP Taxonomy Hongwei Zhu Discussant: Zhepeng (Lionel) Li, York University, zli@schulich.yorku.ca</p> <p>Data Standardization and Quality Degradation of Human-readable Data: Evidence from the XBRL Mandate Xitong Li and Hongwei Zhu Discussant: Yonghua Ji, University of Alberta, Canada, yonghua.ji@ualberta.ca</p>
12:00-13:00	Lunch (Location: Jinyiyuan Hotel (锦怡园宾馆))
13:00-14:30	<p>Parallel Sessions B</p> <p>Session B1: Platform Strategy and Economics (Location: Small Meeting Room on the 2ND floor (二楼小报告厅)) Chair: Jianqing Chen, University of Texas at Dallas, chenjq@utdallas.edu</p>

Frenemies in Platform Markets: The Case of Apple's iPad vs. Amazon's Kindle (*Best paper nominee*)

Ron Adner, Jianqing Chen and Feng Zhu

Discussant: Yifan Dou, Fudan University, yfdou@fudan.edu.cn

Asymmetric Cross-side Network Effects and Platform Governance in Software Ecosystem

Peijian Song, Ling Xue, Arun Rai and Cheng Zhang

Discussant: Fengmei Gong, University of La Verne, fgong@laverne.edu

Platform's Contents Investment and Social Welfare

Yifan Dou and Zhong Yao

Discussant: Jianqing Chen, University of Texas at Dallas, chenjq@utdallas.edu

Session B2: Social network and media (II)

(Location: 2nd Meeting Room (第二会议室))

Chair: Lingyun Qiu, Peking University, qiu@gsm.pku.edu.cn

The Mediating Role of Sociability and Social Overload on Users' Continuance of Social Networking Services: A Social Influence Perspective

Xuan Xiao and Tienan Wang

Discussant: Dahui Li, University of Minnesota, Duluth, dli@d.umn.edu

Economic Value of Firm Social Media Engagement

Fei Ren, Fei Wan and Yong Tan

Discussant: Qing Chen, National University of Singapore, chenqing@comp.nus.edu.sg

A Cross-gender Study of Link Sharing Tools' Continuance in Social Media Context

Dongfang Sheng, Jianjun Sun, Jia Tina Du, Dongxiao Gu and Hong Liu

Discussant: Rui Chen, Ball State University, rchen3@bsu.edu

Session B3: Online Review

(Location: 3rd Meeting Room(第三会议室))

Chair: Dongsong Zhang, University of Maryland, Baltimore County, zhangd@umbc.edu

A Tangled Web: The Impact of Displaying Fraudulent Reviews on Product Search Engines

Uttara Ananthakrishnan, Beibei Li and Michael Smith

Discussant: Dongsong Zhang, University of Maryland, Baltimore County, zhangd@umbc.edu

	<p>"Cultural Effect" in User-Generated Content: Evidence from Online Reviews Chunxiao Li and Yili Hong Discussant: Beibei Li, Carnegie Mellon University, beibeili@andrew.cmu.edu</p> <p>The Influence of User-Generated Content on E-commerce Platform Lirong Chen, Shidao Geng and Wenli Li Discussant: Zhong Wen, Tsinghua University, wenzh@sem.tsinghua.edu.cn</p>
14:30-14:45	<p>Break (Location: Lobby (一楼大厅))</p>
14:45-16:15	<p>Parallel Sessions C</p> <p>Session C1: Economics of IS (I) (Location: Small Meeting Room on the 2ND floor (二楼小报告厅)) Chair: Zhong Wen, Tsinghua University, wenzh@sem.tsinghua.edu.cn</p> <p>IT Investment under Competition: The Role of Implementation Uncertainty (<i>Best paper nominee</i>) Vidyanand Choudhary and Mingdi Xin Discussant: Yonghua Ji, University of Alberta, Canada, yonghua.ji@ualberta.ca</p> <p>Software Anti-piracy in a Competitive Environment: a Game Theoretic Analysis Can Sun, Yonghua Ji Discussant: Zhong Wen, Tsinghua University, wenzh@sem.tsinghua.edu.cn</p> <p>The Impact of IT on Production Interdependence Fengmei Gong, Barrie Nault and Zhuo Cheng Discussant: Lin Hao, University of Notre Dame, lhao@nd.edu</p> <p>Session C2: Data Analytics (II) (Location: 2nd Meeting Room (第二会议室)) Chair: Lina Zhou, University of Maryland, Baltimore County, zhoul@umbc.edu</p> <p>A Novel Approach to Attribution in Decisions Influenced by Multiple Sources Jing Peng, Raghuram Iyengar and Kartik Hosanagar Discussant: De Liu, University of Minnesota, deliu@umn.edu</p> <p>Who Is Going to Change Next? A Study of User Roles Transition in Online Health Communities Xi Wang, Zhiya Zuo and Kang Zhao Discussant: Hongwei Zhu, University of Massachusetts, Lowell, Harry_Zhu@uml.edu</p>

	<p>Dynamic Modeling of EEG Data for Brain State Intelligence Sishir Subedi, Jonathan Garza, Gregor Schreiber, Yunwei Cui and Hong Lin Discussant: Zhong Yao, Beihang University, iszh Yao@buaa.edu.cn</p> <p>Session C3: Online Trust (Location: 3rd Meeting Room(第三会议室)) Chair: Zhepeng (Lionel) Li, York University, zli@schulich.yorku.ca</p> <p>Understanding the Trust Development in Computer Mediated Collaboration Team: A Case Study in Internet Industry Chenxi Du, Xusen Cheng, Runge Zhu and Shixuan Fu Discussant: Yuxiang Zhao, Nanjing University, yxzhaovip@vip.163.com</p> <p>Trust Transfer in Social Commerce from a Relational View Wenli Li and Chengcheng He Discussant: Jia Shen, Rider University, jiashen@rider.edu</p> <p>Trust in Social Commerce: A Cross-Cultural Study Proposal Jia Shen Discussant: Xusen Cheng, University of International Business and Economics, China, xusen.cheng@gmail.com</p>
16:15-16:30	Break (Location: Lobby (一楼大厅))
16:30-18:00	<p>Panel 2: Data Science for Business Analytics (Location: Main Meeting Room (大报告厅)) Panelists: Xiao Fang (Chair), Beibei Li, Yong Tan, Yinghui (Catherine) Yang, Dongsong Zhang</p>
18:00-18:15	Break
18:15-20:30	Dinner (Location: Daoxianglou Hotel, East Building Lobby (稻香楼东楼大厅) Shuttles in front of Academic Activities and Conference Center at 18:15)
20:30	Shuttles back to Jinyiyuan Hotel (锦怡园宾馆)

Sunday, June 28

8:10	<p>Shuttles to conference venue, Academic Activities and Conference Center (学术会议中心), Hefei University of Technology 8:10, Location 1: Daoxianglou Hotel, Guiyuan (桂苑) 8:20, Location 2: Daoxianglou Hotel, East Building (东楼)</p>
9:00-10:30	<p>Parallel Sessions D</p> <p>Session D1: Economics of IS (II) (Location: Small Meeting Room on the 2ND floor (二楼小报告厅)) Chair: Yifan Dou, Fudan University, yfdou@fudan.edu.cn</p> <p>Showrooming vs. Competing: How does Brand Selection Matter? (Best paper nominee) Qian Tang and Mei Lin Discussant: Xin Luo, University of New Mexico, xinluo@unm.edu</p>

Investigation into the Market Viability of Bitcoin: Measuring the Digital Currency's Speculative Nature

Yunyoung Hur, Seongmin Jeon and Byungjoon Yoo

Discussant: Yan Huang, University of Michigan, yphuang@umich.edu

Optimal customized bundling strategy of information goods for customers with two-dimensional heterogeneity

Xiaoxiao Luo, Minqiang Li, Fuzan Chen and Nan Feng.

Discussant: Yan Huang, University of Michigan, yphuang@umich.edu

Session D2: Data Analytics (III)

(Location: 2nd Meeting Room (第二会议室))

Chair: Catherine Yinghui Yang, University of California, Davis, yiyang@ucdavis.edu

Competitor Identification based on User Preference and Item attraction

Yongfang Ma, Hongyan Liu, and Yinghui Yang

Discussant: Jiexun Li, Oregon State University, jiexun.li@oregonstate.edu

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

Jiexun Li

Discussant: Weifang Wu, Hong Kong University of Science and Technology, ww@ust.hk

Does CEO's IT Knowledge Matter? An Empirical Analysis of Earnings Conference Calls

Weifang Wu and Rong Zheng

Discussant: Ling Xue, Georgia State University, lingxue.xue@gmail.com

Session D3: Behavioral IS (I)

(Location: 3rd Meeting Room(第三会议室))

Chair: Xitong Guo, Haerbin Institute of Technology, xitongguo@hit.edu.cn

Dynamic model of personalized online services diffusion under social commerce: a study on privacy concerns

Wenli Li and Zhaoxin Geng

Discussant: Patrick Chau, University of Hong Kong, pchau@business.hku.hk

Assimilation of Enterprise Information Systems: the Effect of Organizational Culture and the Mediating Role of Absorptive Capacity

Wang Wei and Lei Mingwang

Discussant: Jiye Mao, Renmin University, jymao@ruc.edu.cn

	<p>E-Business Start Ups Survival: It Service Innovation and Competitive Actions Dongming Xu and Atefeh Kashfi Discussant: Jinwei Cao, University of Delaware, jcao@udel.edu</p>
10:30-10:45	Break (Location: Lobby (一楼大厅))
10:45-11:30	<p>Keynote Speech 2 (Location: Main Meeting Room (大报告厅)) Big Data Research – Old Wine in a New Bottle? Patrick Chau</p>
11:30-12:00	<p>Award Ceremony; Introduction of CSWIM 2016 (Location: Main Meeting Room (大报告厅))</p>
12:00-13:00	Lunch (Location: Jinyiyuan Hotel (锦怡园宾馆))
13:00-14:30	<p>Parallel Sessions E</p> <p>Session E1: Social Commerce and E-Commerce (Location: Small Meeting Room on the 2ND floor (二楼小报告厅)) Chair: Bin Zhu, Oregon State University, bin.zhu@bus.oregonstate.edu</p> <p>Customers’ Intention to Recommend in Social Commerce Environment: the Mediating Effects of Customer Engagement Wei Wang and Yongwei Jiang Discussant: Bin Zhu, Oregon State University, bin.zhu@bus.oregonstate.edu</p> <p>Assessing Seller Credit with the Online Reputation: The Case of Alibaba B2C E-Commerce Kun Liang, Zhangxi Lin and Cuiqing Jiang Discussant: Lina Zhou, University of Maryland, Baltimore County, zhoul@umbc.edu</p> <p>Session E2: Economics of IS (III) (Location: 2nd Meeting Room (第二会议室)) Chair: Ling Xue, Georgia State University, lingxue.xue@gmail.com</p> <p>The Making of Entrepreneurs from the IT Industry: Evidences from a Quasi Experiment with a Finite Mixture Model (<i>Best paper nominee</i>) Qing Chen, Ke-Wei Huang and Cheng Suang Heng Discussant: Han Zhang, Georgia Institute of Technology, han.zhang@mgt.gatech.edu</p> <p>Is Online Gaming Regulation Successful? An Empirical Analysis Using Vector Autoregression Moonkyoung Jang, Byungjoon Yoo, Jongil Kim and Seongmin Jeon Discussant: Bin Zhang, University of Arizona, binzhang@arizona.edu</p> <p>Loyalty Program: the Dilemma of Shipping Fee Xue Tan, Yi-Chun Ho and Yong Tan</p>

	<p>Discussant: Mingdi Xin, University of California, Irvine, mingdi.xin@uci.edu</p> <p>Session E3: Behavioral IS (II) (Location: 3rd Meeting Room(第三会议室)) Chair: Qinghua Zhu, Nanjing University, qhzhu@nju.edu.cn</p> <p>An Exploration of Member Use of Social Networking Sites from the Relational Capital Perspective Rui Chen and Sushil Sharma Discussant: Tianshu Sun, University of Maryland, tianshusun@rhsmith.umd.edu</p> <p>Investigate Demand-side Synergy On A Digital Platform -The Case Of China's Video Website Xing Wan Discussant: Yuxiang Zhao, Nanjing University, yxzhao@vip.163.com</p> <p>Exploring Talent career expectation for knowledge private enterprise in Hefei infrastructure construction industry Changyong Liang, Jingyi Hou and Weizhong Fu Discussant: Rui Chen, Ball State University, rchen3@bsu.edu</p>
14:30-14:45	Break (Location: Lobby (一楼大厅))
14:45-16:15	<p>Parallel Sessions F</p> <p>Session F1: Economics of IS (IV) (Location: Small Meeting Room on the 2ND floor (二楼小报告厅)) Chair: Zhong Yao, Beihang University, iszhyao@buaa.edu.cn</p> <p>Optimizing Two Sided Promotion for Consumer Learning for Transportation Network Companies Jinyang Zheng, Yong Tan and Xi Chen Discussant: Zhong Yao, Beihang University, iszhyao@buaa.edu.cn</p> <p>A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design Lizhen Xu, Jason Duan, Yu Jeffrey Hu, Yuan Cheng and Yan Zhu Discussant: Qian Tang, Singapore Management University, qiantang@smu.edu.sg</p> <p>A decision making method for two-sided matching of supplier and demander under intelligent medical knowledge service platform Juan Wang and Xi Chen Discussant: Xiaobai Li, University of Massachusetts, Lowell, Xiaobai_Li@uml.edu</p>

	<p>Session F2: Behavioral IS (III) (Location: 2nd Meeting Room (第二会议室)) Chair: Dongxiao Gu, Hefei University of Technology, dongxiaogu@yeah.net Why Do Users Click On Product Images? The Effect of Perceived Arousal Jia Li, Minghui Liu and Jinwei Cao Discussant: Hongyan Liu, Tsinghua University, liuhy@sem.tsinghua.edu.cn</p> <p>Improved Online Information Search and Dissemination among DMOs and Citizens for Flood Emergency: Recent Transformations and Missing Links Rui Chen, Thirumurugan Thiyagarajan and H.Raghav Rao Discussant: Jinwei Cao, University of Delaware, jcao@udel.edu</p> <p>Exploring the Effectiveness of Inverted Classrooms: A Technological Frame perspective Wei Zhang Discussant: Alex Tung, University of Connecticut, atung@business.uconn.edu</p> <p>Session F3: Crowdsourcing and Crowdfunding (Location: 3rd Meeting Room(第三会议室)) Chair: De Liu, University of Minnesota, deliu@umn.edu</p> <p>Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests Liang Chen, Pei Xu and De Liu Discussant: Fei Ren, Peking University, fren@gsm.pku.edu.cn</p> <p>The Role of Intermediary in Sustainable Lending: An Economic Analysis of Crowdfunding Platform Ling Ge and Zhiling Guo Discussant: De Liu, University of Minnesota, deliu@umn.edu</p>
14:45-16:15	<p>Panel 3: Business Management in Big Data Era (Location: Main Meeting Room (大报告厅)) Panelists: Guoqing Chen, Jian Chen (Chair), Lihua Huang, Jamie Jia, Yezheng Liu, Qiang, Ye</p>
16:15	Workshop Ends
16:30	Shuttles back to hotel (in front of Academic Activities and Conference Center)

Notes:

1. All keynote speeches, panels, and paper presentation sessions will be held at the main conference venue, Academic Activities and Conference Center (学术会议中心), Hefei University of Technology.
2. All paper presentations must be prepared and delivered in English.

3. Every presentation must have Microsoft PowerPoint or PDF slides. The presenting author should arrive early and upload the slides before the session starts.
4. Each paper takes 30 minutes, including a 20-minute presentation of the paper, a 5-minute discussion from the discussant, and another 5-minute for questions from the audience.