

CSWIM 2012

The Sixth China Summer Workshop on Information Management

June 30 – July 1, 2012

Beijing, P. R. China

Program

Conference Venue: BIT International Education Communication Building
No.66 Beisanhuan West Road, Haidian District, Beijing, China
Tel: 86-10-68945611

June 29, Friday

4:00–8:30pm **Registration**

BIT International Education Communication Building

6:30pm **Reception** (1st Floor)

BIT International Education Communication Building

June 30, Saturday

7:30am- **Registration**

BIT International Education Communication Building

7:50am **Board bus to BIT International Education Communication Building from
Beijing Friendship Hotel**

8:20-8:35am **Welcome speech**

BIT International Education Communication Building, Informational Hall, 3rd floor

8:35-9:25am **Keynote speech 1** (Informational Hall, 3rd floor)

Dr. Steven O. Kimbrough

The Wharton School, University of Pennsylvania, USA

Post-Classical Game Theory: Opportunities for IS Researchers

9:25-10:00am **Photo session** (at the front of the building)

Tea break(3rd floor)

10:00-11:30am **Parallel sessions**

Session A1: Social Commerce (Meeting Room No.1)

Chair: Han Zhang, Georgia Institute of Technology, USA

A Cross-Cultural Comparison of the Acceptance of Social Commerce Websites

Jia Shen, Rider University

Discussant: Duanning Zhou, Eastern Washington University

Do Shopping Sharing Websites Improve Online Purchase Intention? A Place Attachment Perspective

Huanhuan Cao and Jinhu Jiang, Xi'an Jiaotong University

Discussant: Zhang Wei, University of Massachusetts Boston

Do Social Lending's Selections Screen Bad Borrowers? The Leaderboard Effect in P2P Lending

Seongmin Jeon, Seoul National University

Hyunmyung Do, Seoul National University

Rajiv Banker, Temple University

Byungtae Lee, KAIST

Byungjoon Yoo, Seoul National University

Discussant: Wenqi Zhou, George Washington University

Session B1: Online Community and Collaboration (Meeting Room No.2)

Chair: Alex Tung, University of Connecticut, USA

Network Community Detection Using a Minimum Spanning Tree Approach

Xiaobai Li, University of Massachusetts Lowell

Sumit Sarkar, University of Texas at Dallas

Discussant: Rong Zheng, HKUST

To Share or Not to Share: Understanding The Contextual And Psychological Factors Affecting Knowledge Sharing Behavior in Academic Blog Communities

Chunmei Gan, Weijun Wang, and Rui Liu, Central China Normal University

Discussant: Yi-Cheng Ku, Providence University

Deception in Computer Mediated Group Communication: A Survivability Analysis

Lina Zhou and Anupama Dash, University of Maryland, Baltimore County, USA

Discussant: Qiang Ye, Harbin Institute of Technology

11:35am-12:30pm Panel Discussion #1: Comparison of E-Business Research Between China and USA

Location: Informational Hall, 3rd floor

Moderator: Zhangxi Lin, Texas Tech University, USA & Southwestern University of Finance and Economics, China

Panelists:

Kai-Lung Hui, Hong Kong University of Science and Technology, Hong Kong

Dahui Li, University of Minnesota Duluth, USA

Minqiang Li, Tianjin University, China

Qiang Ye, Harbin Institute of Technology, China

12:30-2:00pm **Lunch** (1st Floor)
Guest Fee: RMB 100 per person

2:00-3:30pm **Parallel sessions**

Session A2: Online Advertising (Meeting Room No.1)
Chair: Hong Xu, HKUST

Effects of Ad Placement and Ad-Context Congruity on Ad Memory and Perceived Intrusiveness of Online Video Advertising

Hao Li and Jinhu Jiang, Xi'an Jiaotong University
Discussant: Hong Xu, HKUST

Advertising versus Brokerage Model for Online Trading Platforms (Best Paper Nominee)

Jianqing Chen, University of Texas at Dallas
Ming Fan, University of Washington
Mingzhi Li, Tsinghua University
Discussant: Zhong Yao, Beihang University

Multiple Dimension Customer Service Metrics and Their Impact on Performance - A Study of B2B E-market Calling Center by Sentiment Analysis Approach

Yang Yu and Zhangxi Lin, Texas Tech University
Discussant: Shen Jia, Rider University

Session B2: Online Consumer Product Reviews (Meeting Room No.2)
Chair: Ting Li, Rotterdam School of Management, Erasmus University in the Netherlands, Netherlands

The Impact of Free Sampling on the Feedback Mechanism between Online User Reviews and Retail Sales

Wenqi Zhou and Wenjing Duan, George Washington University
Discussant: Ke-Wei Huang, National University of Singapore

An Investigation of Review Helpfulness in the view of Cross Cultures

Zhiming Liu and Lu Liu, Beihang university
Discussant: Rui Liu, Central China Normal University

Effects of Emotion Arousal on Review Helpfulness: An Empirical Exploration

Dezhi Yin, Samuel Bond and Han Zhang, Georgia Institute of Technology
Discussant: Michael Zhang, HKUST

3:30-3:50pm **Tea break** (3rd floor)

3:50-5:20pm **Parallel sessions**

Session A3: Pricing Strategies (Meeting Room No.1)

Chair: Ke-Wei Huang, National University of Singapore, Singapore

Add-On Pricing by Asymmetric Firms

Xianjun Geng, University of Texas Dallas

Jeffrey Shulman, University of Washington

Discussant: Jianqing Chen, University of Texas at Dallas

Pricing Strategy of the Social Commerce under Networks Externality

Zhong Yao, Beihang University

Discussant: Xianjun Geng, University of Texas at Dallas

The Value of Information from Price Comparison Sites

Clint Pennings, Agatz Niels, Ting Li, and Otto Koppius, Erasmus University

Discussant: Zhangxi Lin, Texas Tech University, USA & Southwestern University of Finance and Economics, China

Session B3: Web Portals and Information Retrieval (Meeting Room No.2)

Chair: Daning Hu, University of Zurich, Switzerland

Is Information Systems Research Relevant to Practice in a Globalized Business Environment? An Overview of IS Research in the Past Decade

Chen Fang, University of Manitoba

Discussant: Manlu Liu, Rochester Institute of Technology

The Growth of Industry Web Portals: An Example

Duanning Zhou and Arsen Djatej, Eastern Washington University

Discussant: Alex Tung, University of Connecticut

Tourists' Collaborative Information Retrieval on the Web: An Exploratory Study

Abu Shamim, Mohammad Arif, Jia Tina Du, University of South Australia

Discussant: Xitong Guo, Harbin Institute of Technology

5:35pm **Board bus to CCTV Tower**

6:15pm **Social event #1: Workshop banquet at CCTV Tower**

Guest Fee: RMB 300 per person

8:45pm **Board bus from CCTV Tower to BIT and Friendship hotel**

July 1, Sunday

8:00am **Board bus to BIT International Education Communication Building from Beijing Friendship Hotel**

8:30-9:20am **Keynote speech 2** (Informational Hall, 3rd floor)

Mr. Kevin Liu

Vice President, SAP Practice Lead for Greater China, Technology Division
Accenture

How Information Technology Enables High Performance Enterprise

9:30-10:30am **Panel discussion #2: Social Computing**

Location: Informational Hall, 3rd floor

Moderator: John Zhang, University of Connecticut, USA

Panelists:

Kenny Cheng, University of Florida, USA

Hongyan Liu, Tsinghua University, China

Michael Zhang, Hong Kong University of Science and Technology, Hongkong

Wei Zhang, Tianjin University, China

10:30-10:50am **Tea break** (3rd floor)

10:50am-12:20pm **Parallel sessions**

Session A4: Knowledge Management (Meeting Room No.1)

Chair: Qiujun Yin, Beijing Institute of Technology, China

Knowledge Sharing in Information Systems Support Community: Effects of Network Structure and Network Composition

(Best Paper Nominee)

Nancy Deng, University of Hawaii at Manoa

Lei Chi, Rensselaer Polytechnic Institute

Discussant: Bin Zhu, Oregon State University

An Empirical Study on Influencing Factors of Knowledge Sharing in VCoPs in Chinese Cultural Context

Rui Liu and Weijun Wang, Central China Normal University

Discussant: Yi-Cheng Ku, Providence University

A Conceptual Model of Cooperative Knowledge Creation in Interdisciplinary Teams

Xin Wang, Beijing Institute of Technology

Discussant: Seongmin Jeon, Seoul National University

Session B4: ICT and Business (Meeting Room No.2)

Chair: Shang Wei, Academy of Mathematics and Systems Science, Chinese Academy of Sciences, China

Long Tail in Daily Deal Industry: The Effect of Email and SMS Notification Preference on the Concentration of Sales

Seongmin Jeon and Byungjoon Yoo, Seoul National University

Discussant: John Zhang, University of Connecticut

Technology Determinism or Technology Enactment? Evidence of IOS Adoption in Laptop Supply Chain in China

(Best Paper Nominee)

Cheng Zhang, Fudan University

Wenbo Chen, Wuhan University

Kevin Zhu, University of California

William Foster, Georgia Institute of Technology

Discussant: Yuanyuan Chen, National University of Singapore

A Regional Investigation of Institutional Environment, ICT Development, and Firm Performance in China

Ling Zhu, Long Island University C.W. Post Campus

Manlu Liu, Rochester Institute of Technology

Discussant: Shang Wei, Chinese Academy of Sciences

12:30-2:00pm **Lunch** (1st Floor)

Guest Fee: RMB 100 per person

2:00-3:45 pm **Parallel sessions**

Session A5: Intelligent Systems(Meeting Room No.1)

Chair: Harry Wang, University of Delaware, USA

An Ontological Approach to Personalized Medical Knowledge Recommendation

Gao Huiying, Chen Xiuxiu, Liu Kecheng and Yang Bofei, BIT

Discussant: Lina Zhou, UMBC

A Price Sentiment Index for Macroeconomic Early Warning

Yan Qu, Wei Shang, and Shouyang Wang, Chinese Academy of Science

Discussant: Lina Zhou, UMBC

Signaling Game Commercial Platform Under Asymmetric Information

Qiuju Yin, Beijing Institute of Technology

Discussant: Xuefeng Zhao, Huazhong University of Science and Technology

Session B5: IT Outsourcing and Security (Meeting Room No.2)

Chair: Melody Kiang, California State University Long Beach

Riding the Clouds with no Worries: A Holistic View of Information Security Concerns and Cloud Computing Initialization

Xin Luo, Wei Zhang, Ranjit Bose and Yuan Liu, The University of New Mexico

Discussant: Byungjoon Yoo, Seoul National University

Achieving Strategic Alignment of IT Outsourcing Relationship

Jinhong Cui, University of International Business and Economics

Yue Teng, University of International Business and Economics

Xu Wang, IBM CDL

Discussant: Xue Yang, Nanjing University

Optimality of Two-Dimensional Differentiation of Information Products with Different Customer Distributions

Haiyang Feng, Minqiang Li and Fuzan Chen, Tianjin university

Discussant: Xiaobai Li, University of Massachusetts Lowell

- 4:00pm **Board bus to visit School of Management and Economics, BIT**
- 5:00pm **Board bus to Bianyifang from School of Management and Economics, BIT, for dinner**
- 5:30-7:00pm **Dinner (Peking Duck)**
Guest Fee: RMB 150 per person
- 7:00pm **Board bus to Olympic Park**
- 7:15-8:30pm **Social event #2: Olympic Park (Bird's Nest, Water Cube, National Indoor Stadium)**
- 8:30pm **Board bus to BIT and Friendship Hotel**

Note:

1. All paper presentations should be prepared and delivered in English.
2. Each presentation must provide Microsoft PowerPoint slides.
3. Each presentation takes 30 minutes, including a 20-minute presentation of the paper, a 5-minute critique from a discussant, and another 5 minutes for questions from the audience.
4. Location of Meetings
 - 1) Two keynote talks will be held in Information Hall, 3rd floor;
 - 2) Two panel discussions will be held in Information Hall, 3rd floor;
 - 3) All parallel sessions A# will be held in Meeting Room No.1, 3rd floor;
 - 4) All parallel sessions B# will be held in Meeting Room No.2, 3rd floor.