

CIST 2013 Program

October 5-6, 2013
Minneapolis, Minnesota

All sessions are in Room 102A and 102B located on Level 1 of the convention center

SATURDAY, October 5, 2013		
7:30-8:15 AM	Hot Breakfast Buffet and Opening Remarks (Seasons – Level 2 Convention Center)	
8:15-10:00 AM	<p>Session 1A: Value of Information Session Chair: Hyoduk Shin (Room 102A)</p> <p>1. How do you invest in IT to create Business Value? <i>Yu-Hsiang Huang, Michael Shaw, Eric Larson and Ramanath Subramanyam.</i></p> <p>2. IT Patent and Firm Value in IT Industry: The Role of Innovation Orientation and Environmental Uncertainty. <i>Sunghun Chung, Animesh Animesh, Kunsoo Han and Alain Pinsonneault.</i></p> <p>3. Private Equity, Technological Investment, and Labor Outcomes. <i>Ashwini Agrawal and Prasanna Tambe.</i></p> <p>4. Hiding Publisher Identities in Ad Exchanges: Designs and Policies. <i>Zhen Sun, Milind Dawande, Ganesh Janakiraman and Vijay Mookerjee.</i></p>	<p>Session 1B: Social Production Session Chair: Sunil Wattal (Room 102B)</p> <p>1. A Comparison of Product Network and Social Network Based Recommendation Engines for Twitter Users. <i>Shawndra Hill, Adrian Benton and Chris Van den Bulte.</i></p> <p>2. Participation in Open Knowledge Communities and Career Development: Evidence from Enterprise Software. <i>Peng Huang and Zhongju Zhang.</i></p> <p>3. Customers as advisors: The role of social media in financial markets. <i>Hailiang Chen, Prabuddha De, Yu Jeffrey Hu and Byoung-Hyoun Hwang.</i></p> <p>4. User-Generated Content and Product Design of Competing Firms. <i>Young Kwark, Jianqing Chen and Srinivasan Raghunathan. (†)</i></p>
10:00-10:30 AM	Coffee Break	

10:30-12:15 PM	<p style="text-align: center;">Session 2A: Auctions Session Chair: Matt Hashim (Room 102A)</p> <p>1. Applying Structural Econometric Analysis to B2B Sequential Dutch Auctions. <i>Yixin Lu, Alok Gupta, Wolfgang Ketter and Eric Van Heck.</i> (†)</p> <p>2. Core-pricing in large multi-object auctions: a market design for selling TV-ads. <i>Andor Goetzendorff, Martin Bichler and Robert Day.</i></p> <p>3. The Impact of Starting Price and Market Thickness on Auction Prices: Evidence from a Field Experiment in Online B2B Secondary Market Auctions. <i>Ali Pilehvar, Wedad Elmaghraby and Anand Gopal.</i></p> <p>4. Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets. <i>Kevin Yili Hong, Chong Wang and Paul Pavlou.</i></p>	<p style="text-align: center;">Session 2B: Internet Markets Session Chair: Ali Tafti (Room 102B)</p> <p>1. The Effect of Electronic Commerce on Market Integration and Spatial Arbitrage. <i>Hemang Subramanian and Eric Overby.</i></p> <p>2. Disconfirmation Effect on Online Opinion Expression. <i>Yi-Chun Ho, Junjie Wu and Yong Tan.</i></p> <p>3. Understanding Online Consumer’s Inter-Purchase Time. <i>Youngsoo Kim.</i></p> <p>4. A Structural Model of Consumers’ Perception of Channel Fit and Consumer Channel Choice: Evidence From a Multichannel Retailer. <i>Ramkumar Janakiraman, Lucy Liu, Ram Bezawada and Subodha Kumar.</i></p>
12:15-1:45 PM	<p style="text-align: center;">Lunch, Keynote Address (Room 101 G/H/I – Level 1 Convention Center)</p> <p style="text-align: center;">Speaker: Raj Lohani Director of Business Analytics & Market Insights, Medtronic, Inc.</p> <p style="text-align: center;"><i>“Underlying barriers to BI in organizations and lessons learned towards their remediation”</i></p> <p>BI’s ability to improve an organization’s understanding of and approach to their market based on data-driven facts and insights is well understood; however, the effectiveness and real-world impact of the effort have been harder to achieve and sustain. Raj will highlight thematic barriers to BI that plague businesses, and more importantly, share</p>	

	<p>some lessons learned towards remediation and advancing of the BI agenda.</p> <p>Bio: Raj Lohani is the Director of Business Analytics and Market Insights (BAMI) for Medtronic Neuromodulation. In his role since joining the company in August 2011, Raj is responsible for quantitative decision support for all Neuromodulation therapies that cumulatively account for about \$2 Billion in annual revenues. Pursuing a mission to create business advantage through actionable intelligence, Raj strives to leverage insights and analytics that integrate information from across the business - market research, financial forecasting, business analytics, competitive intelligence, customer relationship management as well as marketplace and environmental factors - to guide and optimize business decisions in a hyper-competitive market environment.</p> <p>Prior to Medtronic Raj served as Vice President of Strategic Insights & Analytics at Cardinal Health - where he led the monitoring, analyzing and communicating of market trends and insights to shape business strategies and actions for a \$90 billion business unit. Prior to Cardinal, Raj led the Marketing Sciences function at Roche Diagnostics, where he directed the design, development and execution of all custom and standardized research/analysis as well as the company's strategic planning process.</p> <p>Academically, Raj holds a Bachelor of Science degree in Industrial Engineering and a Master of Science Degree in Business Management.</p>	
1:45-3:30 PM	<p align="center">Session 3A: Internet / Cloud Infrastructure Session Chair: Byungwan Koh (Room 102A)</p> <p>1. Policy, Pricing and Investment in a Two-Tier Internet. <i>Barrie Nault and Steffen Zimmermann.</i></p> <p>2. The Effect of IT Modularity on Adoption of Cloud Computing. <i>Rui Guo, Ali Tafti and Ramanath Subramanyam.</i></p> <p>3. Cloud Resource Provisioning and Contract Adjustment in the Backdrop of SLA Violation Risk Mitigation. <i>Shuai Yuan, Sanjukta Das, Anna Ye Du, R. Ramesh and Chunming Qiao.</i></p> <p>4. Pricing Cloud Computing: Inelasticity and Demand Discovery. <i>Arun Sundararajan and Mingdi Xin.</i></p>	<p align="center">Session 3B: Crowdfunding Session Chair: Prasanna Tambe (Room 102B)</p> <p>1. Does Crowdfunding Democratize Access to Capital? A Geographical Analysis. <i>Keongtae Kim and Il-Horn Hann.</i> (†)</p> <p>2. Secret Benefactors: Crowdfunder Information Hiding and its Implications for Fundraising Outcomes. <i>Gordon Burtch, Anindya Ghose and Sunil Wattal.</i></p> <p>3. Auction vs. Posted-Price: Market Mechanism, Lender Behaviors, and Transaction Outcomes in Online Crowdfunding. <i>Zaiyan Wei and Mingfeng Lin.</i></p> <p>4. Archetypes of Crowdfunders' Backing Behaviors and the Outcome of Crowdfunding Efforts: An Exploratory</p>

		Analysis of Kickstarter. <i>Jungpil Hahn and Gwanhoo Lee.</i>
3:30-4:00 PM	Coffee Break	
4:00-5:15 PM	<p>Session 4A: Incentive Design I Session Chair: Dmitry Zhdanov (Room 102A)</p> <p>1. Channel Interactions on Path-to-Purchase and Beyond. <i>Nachiketa Sahoo, Chris Dellarocas and Shuba Srinivasan.</i></p> <p>2. The Adoption of Multi-Generational Platforms in the Presence of Intergenerational Services. <i>Il-Horn Hann, Byungwan Koh and Marius Niculescu.</i></p> <p>3. Design by Competitive Benchmarking: Tackling the Smart Grid Challenge with Innovative IS Artifacts. <i>Markus Peters, Wolfgang Ketter and John Collins.</i></p>	<p>Session 4B: Crowdsourcing and Crowdfunding Session Chair: Rajib Saha (Room 102B)</p> <p>1. Selecting High-Performance Ads in Design Contests. <i>Tat Koon Koh.</i></p> <p>2. Communication Network Design: Balancing Modularity and Mixing via Extremal Graph Spectra. <i>Benjamin Lubin, Jesse Shore and Vatche Ishakian.</i></p> <p>3. Playing Both Sides of the Market: Success and Reciprocity on Crowdfunding Platforms. <i>David Zvilichovsky, Yael Inbar and Ohad Barzilay.</i></p>
6:30-8:00 PM	ISS AWARDS and ISR EDITORIAL RECEPTION (Room 101E)	

SUNDAY, October 6, 2013		
7:30-8:15 AM	Hot Breakfast Buffet <i>(Seasons – Level 2 Convention Center)</i>	
8:15-10:00 AM	<p>Session 5A: Mobile Economy Session Chair: Wael Jabr (Room 102A)</p> <p>1. Quantifying the Dynamic Sales Impact of Location-Based Mobile Promotion Technologies. <i>Xueming Luo,</i></p>	<p>Session 5B: Health IT Session Chair: Xiahua Wei (Room 102B)</p> <p>1. A Game-Theoretic Analysis of Healthcare Information Exchanges. <i>Emre Demirezen, Subodha Kumar and Arun</i></p>

	<p><i>Bin Gu, Zheng Fang and Yunjie Xu.</i></p> <p>2. Mobile Telephony: Market Features and Pricing Structures. <i>Hemant Bhargava and Manish Gangwar.</i></p> <p>3. News Media Channels: Complements or Substitutes? Evidence from Mobile Phone Usage. <i>Jiao Xu, Chris Forman, Jun Kim and Koert Van Ittersum.</i></p> <p>4. Mobile Commerce in the New Tablet Economy. <i>Sang Pil Han, Anindya Ghose and Kaiquan Xu.</i></p>	<p><i>Sen.</i></p> <p>2. Consenting Adults: Why Do Patients Disclose Their Medical History on Health Information Exchange Platforms? <i>Niam Yaraghi, Anna Ye Du, Raj Sharman, Ram Gopal and Ram Ramesh.</i></p> <p>3. Hospital Switching and Duplicate Tests: Can Health Information Exchange Reduce Redundant Testing? <i>Sezgin Ayabakan, Indranil Bardhan, Kirk Kirksey and Zhiqiang Zheng.</i></p> <p>4. A Double Digital Divide? Two-Sided Markets and HIV Incidence among the Digitally Disadvantaged. <i>Brad Greenwood and Ritu Agarwal.</i></p>
10:00-10:30 AM	Coffee Break	
10:30-12:15 PM	<p style="text-align: center;">Session 6A: Incentive Design II Session Chair: Jianqing Chen (Room 102A)</p> <p>1. Optimal Coordination in Distributed Software Development. <i>Hao Xia, Milind Dawande and Vijay Mookerjee.</i></p> <p>2. Supplier Encroachment under Asymmetric Information: Implications for Strategic Information Management. <i>Zhuoxin Li, Stephen Gilbert and Guoming Lai.</i></p> <p>3. Value Co-Creation in IT Outsourcing and Software Development. <i>Emre Demirezen, Subodha Kumar and Bala Shetty.</i></p>	<p style="text-align: center;">Session 6B: Social Media Session Chair: Mingfeng Lin (Room 102B)</p> <p>1. One-Way Mirrors in Online Dating: A Randomized Field Experiment. <i>Ravi Bapna, Jui Ramaprasad, Galit Shmueli and Akhmed Umyarov.</i></p> <p>2. Comparing Peer Influences in Large Social Networks - An Empirical Study on Caller Ring Back Tone. <i>Bin Zhang, Paul Pavlou, Ramayya Krishnan and David Krackhardt. (†)</i></p> <p>3. Real-time Diffusion of Information on Twitter and the Financial Markets. <i>Ali Tafti, Ryan Zotti and Wolfgang Jank.</i></p>

	4. Determinants of Optimal Revenue Sharing Contracts for Daily-Deal Websites. <i>Zhe Zhang and Shivendu Shivendu.</i>	4. Understanding the “Few that Matter” in Online Social Production Communities: The Case of Wikipedia. <i>Mihai Grigore, Bernadetta Tarigan, Julianna Sutanto and Chrysanthos Dellarocas.</i>
12:15-2:00 PM	Lunch CIST 2013 Awards ISS Nunamaker-Chen Dissertation Award ISS Distinguished Fellow Awards (Room L100 – Lower Level Convention Center)	
2:00-3:15 PM	Session 7A: Big Data Analytics Session Chair: Eric Overby (Room 102A)	Session 7B: Pricing Information Goods Session Chair: Marius Niculescu (Room 102B)
	1. Impact Assessment in Observational Studies: A Classification and Regression Tree Approach. <i>Galit Shmueli and Deepa Mani.</i> 2. Determinants of Usage Variations of Business Intelligence & Analytics in Organizations – An Empirical Analysis. <i>Suresh Malladi and M.S. Krishnan.</i> 3. A Measure of Firms' Information Practices Based on Textual Analysis of 10-K Filings. <i>Adam Saunders and Prasanna Tambe.</i>	1. Versioning 2.0: A Product Line and Pricing Model for Information Goods under Usage Constraints and with R&D Costs. <i>Ramnath Chellappa and Amit Mehra. (†)</i> 2. Free versus For a Fee: The Impact of Information Pricing Strategy on the Pattern and Effectiveness of Word-of-Mouth via Social Media. <i>Hyelim Oh, Animesh Animesh and Alain Pinsonneault.</i> 3. Combating Online Piracy: Making Pirated Products Less Available versus Less Attractive. <i>Antino Kim, Atanu Lahiri and Debabrata Dey.</i>
3:15-3:45 PM	Coffee Break	
3:45-5:15 PM	Panel Topic: <i>Emerging Domains for IS Research</i> Panel Moderator: Sandra Slaughter Panel Members: Ritu Agarwal, Paulo Goes, Ramayya Krishnan, Sandra Slaughter	

	<p style="text-align: center;">(Room 102A/B)</p> <p style="text-align: center;">Information systems and technologies are transforming the lives of individuals, the nature of organizations, and society-at-large. IS researchers are well versed IT impact on business and commerce. However, today many of the most interesting and important applications of IT are in domains outside of business. This panel explores interesting and important opportunities for IS researchers to apply and extend their research in new areas such as energy, transportation, healthcare, biology, social and living, politics and education that are becoming information and IT intensive. Panelists will discuss how IS researchers can leverage their knowledge and research skills in IT to study IT impact in other domains.</p>
5:30-6:30 PM	<p style="text-align: center;">INFORMS Information Systems Society (ISS) Business Meeting (Room 102A/B)</p>

(†) Best Paper Award Nominees