

# 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** (1<sup>st</sup> 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, 3<sup>rd</sup> floor

8:35-9:25am **Keynote speech 1** (Informational Hall, 3<sup>rd</sup> 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**(3<sup>rd</sup> 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, 3<sup>rd</sup> 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** (1<sup>st</sup> 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** (3<sup>rd</sup> 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, 3<sup>rd</sup> 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, 3<sup>rd</sup> 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** (3<sup>rd</sup> 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** (1<sup>st</sup> 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, 3<sup>rd</sup> floor;
  - 2) Two panel discussions will be held in Information Hall, 3<sup>rd</sup> floor;
  - 3) All parallel sessions A# will be held in Meeting Room No.1, 3<sup>rd</sup> floor;
  - 4) All parallel sessions B# will be held in Meeting Room No.2, 3<sup>rd</sup> floor.