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
Hyunnmyung 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, Harbing 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, Harbing 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: Qiuju 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 Hawai 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 Binyifang 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 ________.