

Program

The Seventeenth Workshop on e-Business (WeB 2018) The Ecosystem of e-Business: Technologies, Stakeholders, and Connections

WeB 2018

The Seventeenth Workshop
on e-Business



December 12, 2018 (Wednesday)
9:30 – 18:00

Leavey School of Business, Santa Clara University
Santa Clara, CA

Honorary Chairs

Hsinchun Chen, University of Arizona, USA
Andrew B. Whinston, University of Texas at Austin, USA

Conference Chair

Michael J. Shaw, University of Illinois at Urbana-Champaign, USA

Program Organizing Co-Chairs:

Bin Zhu, Oregon State University, USA
Jennifer Xu, Bentley University, USA
Xiao Liu, University of Utah, USA
Ming Fan, University of Washington, USA
Han Zhang, Georgia Institute of Technology, USA

Local Organizing Committee Chair:

David Zimbra, Santa Clara University, USA

Sponsors:



09:00	Registration and Breakfast (Lucas Hall Main Commons)
09:30-09:40	Opening of the Workshop (Lucas Hall Main Commons)
09:40-10:50	Session 1a. Social Media (Lucas 106) Session Chair: Dazhi Chong (California Lutheran University) Complete Research: Impact of Social Media on Real Estate Sales <i>Hui Shi, Zhongming Ma, Dazhi Chong, and Wu He</i> Complete Research: Friend or Foe: Examining the Direct and Indirect Effects of Envy on Cyberbullying in Social Network Sites Best Paper Nominee <i>Bo Wen, Paul Hu, and Jongtae Yu</i> Research-in-Progress: Building Fitness Brands via Social Media Channels <i>Kexin Zhao, Peiqin Zhang, and Hsun-Ming Lee</i> Research-in-Progress: Will they Buy? Predicting Purchase Behavior from Customer-Platform Interaction Analysis <i>Gaurav Gupta, Vallurupalli Vamsi, Neha Chaudhuri, and Indranil Bose</i>
	Session 1b. e-Market (Lucas 107) Session Chair: Jiahui Mo (Nanyang Technological University) Complete Research: An Empirical Investigation of Sales Cheating Effect in E-commerce <i>Le Wang, Jiahui Mo, and Beibei Li</i> Complete Research: How to Sell Your House for More? Best Paper Nominee <i>Guohou Shan, Dongsong Zhang, Lina Zhou, and James Clavin</i> Research-in-Progress: Effect of Host-guest Interaction on Repeated Purchase: Understanding Interactive Text in Online Short-term Room Rental <i>Jiang Wu, Jingxuan Cai, and Minne Zeng</i> Research-in-Progress: Why Monetary Gift Giving? The Role of Immediacy and Social Interactivity <i>Bingjie Deng and Michael Chau</i>
	Session 1c. Purchase Behavior (Lucas 208) Session Chair: Dan Ke (Wuhan University) Complete Research: Competitive Analysis of the Buy-Online-and-Pick-up-in-Store Channel <i>Ronghui Wang, Lin Chen, Haiyang Feng, Guofang Nan, and Minqiang Li</i> Complete Research: An Empirical Analysis of Brand Effects on Online Consumer Repurchase Behavior after Unsatisfied Experience <i>Xiaojun Luo and Dan Ke</i> Research-in-Progress: Adjustment of Tourist Expenditure: The Role of On-site Attribute-by-attribute Satisfaction on Tourists' Spending Behavior <i>Hae Jin Kim, Ho-Jung Yoon, Woo Jin Choi, and Jae Hong Park</i>
10:50-11:05	Coffee Break

11:05-12:15	Session 2a. Business Ecosystems (Lucas 106) Session Chair: Chris Westland (University of Illinois) Complete Research: An Ecological Business Model for Intelligent Operation and Maintenance of Urban Infrastructure <i>Juan Du, Xin Wang, and Vijayan Sugumaran</i> Complete Research: Value Implications of Autonomous Cars for the Automobile Ecosystem: An Event Study Best Paper Nominee <i>Xiaochen Zhu and Kui Du</i> Research-in-Progress: An Empirical Examination of IS Governance Practices and IT Material Weaknesses <i>Wilson Weixun Li, Alvin Leung, and Wei T. Yue</i> Research-in-Progress: A Two-Sided Matching Model in the Context of B2B Export Cross-Border E-Commerce <i>Yumeng Miao, Rong Du, Jin Li, and Chris Westland</i>
	Session 2b. Machine Learning (Lucas 107) Session Chair: Yoon Sang Lee (Columbus State University) Complete Research: You Are Not You When You Are Hungry: Machine Learning Investigation of Impact of Ratings on Ratee Decision Making <i>Prasanna Karhade and Abhishek Kathuria</i> Complete Research: Can Title Images Predict the Emotions and the Performance of Crowdfunding Projects? Best Paper Nominee <i>Jian-Ren Hou, Jie Zhang, and Kunpeng Zhang</i> Research-in-Progress: Ensemble Classification Method for Imbalanced Data Using Deep Learning <i>Yoon Sang Lee</i> Research-in-Progress: Color Trend Forecasting with Emojis <i>Wenwen Li and Michael Chau</i>
	Session 2c. Crowd-Based Business (Lucas 208) Session Chair: Michael Chau (The University of Hong Kong) Complete Research: Awareness or Persuasion? How Free Samples Affect Crowdfunding Performance <i>Weijia You, Ming Fan, and Aravinda Garimella</i> Complete Research: An Empirical Investigation of Equity-based Crowdfunding Campaigns in the United States <i>Son Bui and Quang Bui</i> Research-in-Progress: How Content Features of Charity Crowdfunding Projects Attract Potential Donors? Empirical Study of the Role of Project Images and Texts <i>Dongil Lee and Jae Hong Park</i> Research-in-Progress: Do Achievement Goals and Work Nature Affect Contributor Performance in Gamified Crowdsourcing? An Exploratory Study in An Academic Setting <i>Tin Yun Philip Lee, Richard Wing Cheung Lui, and Michael Chau</i>
12:15-13:45	Workshop Lunch and Award Announcements (Lucas Hall)

13:45-14:25	Plenary Session: Keynote Speech (Lucas 126) The Future of AI <i>Jim Spohrer, Director of Cognitive OpenTech, IBM</i>
14:25-15:25	Plenary Session: Panel – WEB Meets Silicon Valley (Lucas 126) How are Machine Learning and AI Transforming IS Teaching and Research? <i>Mu Xia, Data Scientist, Lyft</i> <i>Marco Zheng, Senior Data Engineer, PayPal</i> <i>Saby Mitra, Georgia Institute of Technology</i> Moderator: Ming Fan, University of Washington
15:25-15:40	Coffee Break
15:40-16:30	Session 3a. Culture and Society (Lucas 106) Session Chair: Abhishek Kathuria (The University of Hong Kong) Complete Research: How Cultural Differences and Colonial Identity Shift Crowdfunding Lending Priorities during Crises? The Case of Arab Spring <i>Amin Sabzehzar, Yili Hong, and Raghu Santanam</i> Research-in-Progress: Detecting Underrated Suspicious Apps for Kids on Google Play <i>Yilu Zhou, Zeyang Gong, and Sunand Raghupathi</i> Research-in-Progress: Artificial Intelligence (AI) and Cognitive Apportionment for Service Flexibility <i>Abhishek Kathuria, Xue Ning, Jiban Khuntia, and Benn Konsynski</i>
	Session 3b. Privacy and Security (Lucas 107) Session Chair: Sung June Park (University of North Carolina at Charlotte) Complete Research: Products Related Privacy, Personalization, and Online Buying Behavior: An Experimental Study <i>Kanishka P. Annamalai, Saji K. Mathew, and Lakshmi Iyer</i> Research-in-Progress: Revealing the Black Box of Privacy Concern: Understanding How Self-disclosure Affects Privacy Concern in the Context of On-demand Services through Two Competing Models <i>Chenwei Li and Patrick Chau</i> Research-in-Progress: Moving Target DDoS Defense: A Queueing Model with Voluntary Flushing <i>Won Seok Yang, Nam K. Kim, Sung June Park, and Chandra Subramaniam</i>
	Session 3c. Social Influence and Online Reviews (Lucas 108) Session Chair: Peiqin Zhang (Texas State University) Complete Research: Does the Average Product Rating Matter? The Role of the Most Accessible Reviews in Online Word-of-Mouth <i>Zhanfei Lei, Dezhi Yin, Sabyasachi Mitra, and Han Zhang</i> Research-in-Progress: Impact of Online Influencer Endorsement on Product Sales: Quantifying Value of Online Influencer <i>Yimiao Zhang, Yan Lin, and Kim Huat Goh</i> Research-in-Progress: How Do Novice Consumers Learn from Online Expert Reviews? <i>Zhuolan Bao and Michael Chau</i>

16:30-16:45	Session Break
16:45-17:35	Session 4a. Data and Information (Lucas 106) Session Chair: Karl Reiner Lang (City University of New York) Complete Research: Data-Driven Business Models and Professional Services Firms: A Strategic Framework and Transitional Pathways <i>Erwin Fieft, Kevin Desouza, Guy Gable, and Peter Westerveld</i> Research-in-Progress: What Does the Data Mean to You? Dissecting the Impact of Data Broker <i>Xin Zhang, Wei T. Yue, and Yugang Yu</i> Research-in-Progress: Impacts of Information Provision and Visualization on Collaborative Decision Making <i>Anh Luong, Karl Lang, and Shadi Shuraida</i>
	Session 4b. Online Interactions (Lucas 107) Session Chair: Prasanna Karhade (The University of Hong Kong) Complete Research: No One Trusts Emotional Women? Measuring the Impact of Discrete Emotions on Review Helpfulness Best Paper Nominee <i>Wenqi Zhou, Zhe Shan, and Georgiana Craciun</i> Research-in-Progress: How Long Will Your Videos Remain Popular? Empirical Study of the Impact of Video Features on YouTube Trending Using Deep Learning Methodologies <i>Min Gyeong Choe, Jae Hong Park, and Dong Won Seo</i> Research-in-Progress: Is a Blockchain-based Game a Game for Fun or a Tool for Speculation? An Empirical Analysis of Player Behavior in Cryptokitties <i>Jaehwan Lee, Byungjoon Yoo, and Moonkyoung Jang</i>
	Session 4c. Stock Markets (Lucas 108) Session Chair: Fang Yin (University of Oregon) Complete Research: Can Rumor Clarification Eliminate the Effects of Rumors? <i>Peinan Ji, Byungjoon Yoo, Guang Yu, and Shouyue Yuan</i> Research-in-Progress: The Role of Experts on Social Media: The Case of Equity Review Platforms <i>Tianyou Hu, Ananth Srinivasan, and Arvind Tripathi</i> Research-in-Progress: An Event Study on Online Searches and their IPO Stock Return Predictability <i>Hyoung-Goo Kang, Kyoungun Bae, and Seongmin Jeon</i>
17:35	Workshop Closing

Workshop Shuttle Service

7:30 am pick up from San Francisco Marriott Marquis Hotel Lobby
8:00 pm pick up from the Fiorillo's Restaurant to San Francisco

Overview

Time	Event
09:00 - 09:30	Registration and Breakfast
09:30 - 09:40	Workshop Opening
09:40 - 10:50	Sessions 1A - 1C
10:50 - 11:05	Coffee Break
11:05 - 12:15	Sessions 2A - 2C
12:15 - 13:45	Lunch and Award Announcements
13:45 - 14:25	Plenary Session: Keynote Speech
14:25 - 15:25	Plenary Session: Panel – WEB Meets Silicon Valley
15:25 - 15:40	Coffee Break
15:40 - 16:30	Sessions 3A - 3C
16:30 - 16:45	Session Break
16:45 - 17:35	Sessions 4A - 4C
17:35 - 18:00	Walk to the restaurant
18:00 - 20:00	Workshop Dinner
20:00 – 22:00	Transport to ICIS hotel (Shuttle pick up at the restaurant)

Conference Venue

Lucas Hall, Bldg 802, 500 El Camino Real, Santa Clara, CA 95053



Workshop Dinner

Fiorillo's Restaurant, 638 El Camino Real Santa Clara, CA 95050

