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)

09:30-09:40
Session 1a. Social Media (Lucas 106)
Session Chair: Dazhi Chong (California Lutheran University)
Complete Research: Impact of Social Media on Real Estate Sales
Hu Shi, Zhongming Mo, Dazhi Chong, and Wu He

Complete Research: Friend or Foe: Examining the Direct and
Indirect Effects of Envy on Cyberbullying in Social Network Sites
Best Paper Nominee
Bo Wen, Paul Hu, and Jongtae Yu
Research-in-Progress: Building Fitness Brands via Social Media Channels
Kexin Zhao, Peijin Zhang, and Hsun-Ming Lee

Research-in-Progress: Will they Buy? Predicting Purchase Behavior
from Customer-Platform Interaction Analysis
Gaurav Gupta, Vaillunpal Vamshi, Neha Chaudhuri, and Indranil Bose

09:40-09:50
Complete Research: 20 minutes

Research-in-Progress: 15 minutes

10:50-11:05
Coffee Break

11:05-11:15
Complete Research: 20 minutes

Research-in-Progress: 15 minutes

11:15-12:00
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
Juan Du, Xin Wang, and Vijayan Sugumaran

Complete Research: Value Implications of Autonomous Cars for
the Automobile Ecosystem: An Event Study
Best Paper Nominee
Xiaochen Zhu and Kui Du

Research-in-Progress: An Empirical Examination of IS Governance
Practices and IT Material Weaknesses
Wilson Weixun Li, Alvin Leung, and Wei T. Yue

Research-in-Progress: A Two-Sided Matching Model in the Context
of B2B Export Cross-Border E-Commerce
Yumeng Miao, Rong Du, Jin Li, and Chris Westland

12:00-12:15
Workshop Lunch and Award Announcements (Lucas Hall)

12:15-13:15
Plenary Session: Keynote Speech (Lucas 126)
Jim Spohrer, Director of Cognitive OpenTech, IBM

13:15-14:05
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14:05-14:25
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14:25-15:15
Plenary Session: Keynote Speech (Lucas 126)
Jim Spohrer, Director of Cognitive OpenTech, IBM

Registration and Breakfast (Lucas Hall)

Opening of the Workshop (Lucas 126)
14:29-15:25
Plenary Session: Panel – WEB Meets Silicon Valley
How are Machine Learning and AI Transforming IS Teaching and Research? (Lucas 126)
Kris Tolle, Principal Data Scientist, Microsoft
Mu Xia, Data Scientist, Lyft
Cindy Zhang, Manager of Marketing Analytics, Uber
Marco Zheng, Senior Data Engineer, PayPal

15:25-15:40
Coffee Break

15:40-16:30
Session 3a. Culture and Society (Lucas 106)
Session Chair: Jiban Khutia (University of Colorado Denver)
Complete Research: How Cultural Differences and Colonial Identity Shift Crowdfunding Lending Priorities during Crises? The Case of Arab Spring
Amin Sabeelzikar, Yili Hong, and Raghav Santanam
Research-in-Progress: Detecting Underrated Suspicious Apps for Kids on Google Play
Yifu Zhou, Zeyang Gong, and Sunand Raghupathi
Research-in-Progress: Artificial Intelligence (AI) and Cognitive Apportionment for Service Flexibility
Abhishek Kathuria, Xue Ning, Jiban Khutia, and Benn Konsynski

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
Kanishka P. Annamalai, Soji K. Matthew, and Lakshmi Iyer
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
Chenwei Li and Patrick Chau
Research-in-Progress: Moving Target DDoS Defense: A Queueing Model with Voluntary Flushing
Won Seok Yang, Nam K. Kim, Sung June Park, and Chandra Subramaniam

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
Zhanfei Lei, Dezh Yi, Han Zhang, and Sayyasachi Mitra
Research-in-Progress: How Do Novice Consumers Learn from Online Expert Reviews?
Zhuolan Bao and Michael Chau

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
Erwin Field, Kevin Desaula, Guy Gable, and Peter Westerveld
Research-in-Progress: What Does the Data Mean to You? Dissecting the Impact of Data Broker
Xin Zhang, Wei T. Yue, and Yang Yu
Research-in-Progress: Impacts of Information Provision and Visualization on Collaborative Decision Making
Anh Luong, Karl Lang, and Shadi Shuraida

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
Wenqi Zhou, Zhe Shan, and Georgiana Craciun
Min Gyeong Choe, Joe Hong Park, and Dong Won Seo
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
Jaehwan Lee, Byungjoo Yoo, and Moonkyoung Jang

Session 4c. Stock Markets (Lucas 108)
Session Chair: Fang Yin (University of Oregon)
Complete Research: Can Rumor Clarification Eliminate the Effects of Rumors?
Peiran Ji, Byungjoo Yoo, Guang Yu, and Shouyue Yuan
Research-in-Progress: The Role of Experts on Social Media: The Case of Equity Review Platforms
Tianyou Hu, Ananth Srinivasan, and Arvind Tripathi
Research-in-Progress: An Event Study on Online Searches and their IPO Stock Return Predictability
Hyoung-Goo Kang, Kyounghun Bae, and Seongmin Jeon

17:35
Workshop Closing