

WISE 2014 PROGRAM (Final)

Wednesday						December 17, 2014						
1:00 - 1:10 PM Opening remarks			Plenary Room - Theater OGGB 3									
1:15-3:15	Case Room A			Case Room B								
Session 1A	Digital and Social Media			Session 1B			Health Care					
Session Chair	Gal Oestreicher-Singer			Session Chair :			Pei-yu Chen					
Paper	Authors		Discussant	Paper		Authors		Discussant				
TV's Dirty Little Secret: The Negative Effect of Popular TV on Online Retail Sales	Oliver Hinz, Shawndra Hill and Ju-Young Kim		Pedro Ferreira	Beyond Adoption: Does Meaningful Use of EHR Improve Quality of Care?		Yu-Kai Lin, Mingfeng Lin and Hsinchun Chen		Indranil Bardhan				
Streaming vs. Downloading of Online Music: Complements or Substitutes	Jui Ramaprasad, Genevieve Bassellier and Sanjeev Dewan		Miguel Godinho de Matos	The Impact of Patient Health Insurance Coverage and Latent Health Status on Hospital Readmissions		Sezgin Ayabakan, Indranil Bardhan and Eric Zheng		Nishtha Langar				
Zoom in iOS Clones: Examining the Antecedents and Consequences of Mobile App Copycats	Beibei Li, Param Singh and Quan Wang		Lizhen Xu	Saving Patient Ryan - Can Health IT Make Patient Care Safer? Evidence from Pennsylvania Hospitals (best student paper finalist)		Muhammad Zia Hydari, Rahul Telang and Willam Marella		Pei-yu Chen				
The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook (best student paper finalist)	Dokyun Lee, Kartik Hosanagar and Harikesh Nair		Gal Oestreicher-Singer	The When and Why of Abandonment: The Effect of Organizational Incentives on Technology Lifecycles		Brad Greenwood, Ritu Agarwal, Rajshree Agarwal and Anand Gopal		Vibhanshu Abhishek				
3:45-5:45	Case Room A			Case Room B								
Session 2A	Crowds and Community			Session 2B			Models					
Session Chair	Sunil Wattal			Session Chair:			Ramnath Chellappa					
Paper	Authors		Discussant	Paper		Authors		Discussant				
Estimating Community Impact on Crowdfunding Performance: A Granularity-Driven Approach	Yael Inbar and Ohad Barzilay		Gordon Burtch	Competing for Information: A Duopoly of Personalized Service Provision under Privacy Concerns		Ramnath Chellappa, Raymond Sin and Jia Jia		Tunay Tunca				
The Effect of Website-Initiated Participation on Users' On-site Behavior and Spending	Lior Zalmanson and Gal Oestreicher- Singer		Ravi Bapna	Generating Value through Open Source: Software Service Market Regulation and Licensing Policy		Tunay Tunca, Terrence August and Hyoduk Shin		De Liu				
Crowd Governance: The Monitoring Role of Wikipedia in the Financial Market	Wu Weifang, Xiaoquan Zhang and Rong Zheng		Bin Gu	When to Use the Open Business Model for Software Products under Network Effects?		Lizhen Xu, Marius Niculescu and D.J. Wu		James Zhang				
Experts versus the Crowd: A Comparison of Selection Mechanisms in Crowdsourcing Contests	Liang Chen, Pei Xu and De Liu		Sunil Wattal	Utilizing Public Betas and Free Trials to Launch a Software Product		Amit Mehra and Rajib Saha		Rajiv Mukherjee				
6:00-8:00	Wednesday Poster Session P1			Poster Slam Co-Session Chairs								
6:00-6:45	Poster Slam: Theater OGGB 3											
6:45-8:00	Poster Session: Lobby						Gord Burtch and Jason Chan (U of Minnesota)					
Paper							Author					
Regulating Information Asymmetry in Information Security Outsourcing Market							Kai-Lung Hui, Ping Fan Ke and Wei T. Yue					
One Size Does Not Fit All: The Differential Impact of Online Reviews							Sulin Ba, Xinxin Li and Xianghua Lu					
Make or Buy? An Empirical Analysis of Software-as-a-Service Development Mode							Yuanyuan Chen and Yuxin Huang					
Platform Subsidy with Endogenous Network Effects							Mei Lin, Ruhai Wu and Wen Zhou					

The Experts in the Crowd: The Role of Reputable Investors in a Crowdfunding Market		Keongtae Kim and Siva Viswanathan
Could Restaurants Improve Their Online Reputations By Offering Deal Promotion? Evidence from Groupon		Xitong Li
Investigating Relationship among Twitter and Donations		Chen Wang, William Rand and Shawn Mankad
Engage the Wisdom of Crowds: Structural Analysis of Dynamic User Contributions in Online Innovation Communities		Wei Chen, Xiahua Wei and Kevin Zhu
Climbing the Organizational Ladder: Investigating the Role of On-The-Job Training and Gender on Employee Promotions		Nishtha Langer and Ram Gopal
Investigating the effects of self-presentation at social network sites on purchase behavior: a text mining and econometric approach		Prasanta Bhattacharya, Tuan Phan and Khim Yong Goh
“Don’t Stand So Close to Me”: How Closeness to Your Facebook Friends and Contextual Relationships Determine Your Intention to Save Energy: Experimental Results through a Facebook App		Ksenia Koroleva, Eric van Heck and Masi Dawoud
Product Variety for Information Goods: Evidence from Indian Agriculture		Chris Parker, Kamalini Ramdas and Nicos Savva

Thursday	December 18, 2014				
8:30-10:00	Case Room A		Case Room B		
Session 3A	Social Networks		Session 3B	Platform	
Session Chair	Animesh		Session Chair:	Rajib Saha	
Paper	Authors	Discussant	Paper	Authors	Discussant
Strategic Network Formation in a Location-Based Social Network: A Topic Modeling Approach	Gene Moo Lee, Liangfei Qiu and Andrew Whinston	Lynn Wu	Platform Openness, Multi-Homing, and Age Homophily in Online Social Networks	Hyeokkoo Eric Kwon and Wonseok Oh	Soumya Sen
The Impact of Twitter Adoption on Lawmakers’ Decisions	Reza Mousavi and Bin Gu	Jason Chan	What Makes Geeks Tick? A Study of Stack Overflow Careers	Tingting Nian, Lei Xu and Luis Cabral	Kiron Ravindran
Game of Drones: Impact of Gamification on Word-of-Mouth Effectiveness for Retailers	Lei Wang, Ram Gopal, Kunter Gunasti, Ramesh Sankaranarayanan and Joseph Pancras	Animesh	The Impact of Platform Integration on Consumer Demand in Complementary Markets: Evidence from Facebook’s Integration of Instagram	Zhuoxin Allen Li and Ashish Agarwal	Rajib Saha
10:30-12:00	Case Room A		Case Room B		
Session 4A	Mobile		Session 4B	Disclosure	
Session Chair	Michael Zhang		Session Chair:	Rahul Telang	
Paper	Authors	Discussant	Paper	Authors	Discussant
Analyzing the Impact of Incentive Structure on the Diffusion of Mobile Social Games: A Randomized Field Experiment	Ravi Bapna, Alok Gupta, Jaehwuen Jung and Soumya Sen	Kunsoo Han	Content vs. Format: The Impact of Objective Risk and Framing on Disclosure Decisions	Sonam Samat, Alessandro Acquisti, Idris Adjerid, Laura Brandimarte and Pedro Leon	Bill Rand
Mobile Trajectory-Based Advertising: Evidence from A Large-Scale Randomized Field Experiment	Anindya Ghose, Beibei Li and Siyuan Liu	Khim Yong Goh	Determinants of CIO compensation following the Sarbanes-Oxley Act	Rajiv D. Banker, Cecilia Feng and Paul A. Pavlou	Brent Kitchens
Identifying Social Influence in Viral Products Using Randomization over a Large Mobile Network	Rodrigo Belo and Pedro Ferreira	Michael Zhang	Competitive Impact of Software Patents in the IT industry: An Empirical Examination	Sunghun Chung, Kunsoo Han, Animesh Animesh and Alain Pinsonneault	Rahul Telang
12:00:00 PM - 2 PM	Lunch				

	Thursday Poster Session P2		Poster Slam Co-Session Chairs		
12:00-12:30	Get box lunch				
12:30-1:00	Poster Slam: Theater OGGB 3		Gord Burtch and Jason Chan (U of Minnesota)		
1:00-2:00	Poster Session: Lobby		Author (s)		
Find a Niche: Competition and The Early Success of Mobile Apps			Zhan Shi		
The Future of Higher Education: The Impact of MOOCs on College Admissions			Panagiotis Adamopoulos and Jason Chan		
Online reputation management: Estimating the impact of management review responses on reputation recovery			Davide Proserpio and Georgios Zervas		
Crowdsourcing System Development in Phased Contests			Nirup Menon and Shun Ye		
An Empirical Examination of the Survivability of New Sellers in an Online Marketplace			Xue Tan and Ming Fan		
An Analysis of A Mobile Platform's In-App Advertising Contract under Agency Pricing for App Sales			Lin Hao, Hong Guo and Robert Easley		
The Spillover Effects of Health IT Investments on Regional Health Care Costs			Hilal Atasoy, Pei-Yu Chen and Kartik Ganju		
Will the FCC Make its Triple-Cushion Shot? Analyzing the Impact of Network Neutrality on Content Innovation			Hong Guo and Robert Easley		
How Does Customer Involvement Influence Innovation? The Moderating Role of Customer Relationship Management Systems and Business Analytics			Terence Saldanha, Sunil Mithas and M.S. Krishnan		
A Dynamic Structural Model for Heterogenous Mobile Data Consumption and Targeted Promotion			Lizhen Xu, Jason Duan, Yu Jeffrey Hu, Yuan Cheng and Yan Zhu		
Money for Privacy - Android Market Evidence			Patrick Schulte and Michael Kummer		
Are the Release Windows for Traditional and Internet-based Movie Distribution Channels Collapsing?			Nelson Granados, John Mooney and Marlene Biseda		
2:30-4:00 PM	Case Room A		Case Room B		
Session 5A	Social Media		Session 5B	Peer to Peer	
Session Chair	Shawndra Hill		Session Chair:	Sonny Tambe	
Paper	Authors	Discussant	Paper	Authors	Discussant
Who Benefits More from Social Media: Evidence from Large-Sample Firm Value Analysis	Lorin Hitt, Fujie Jin and Lynn Wu	Robert Easley	Peer-to-Peer Rental Markets in the Sharing Economy	Samuel Fraiberger and Arun Sundararajan	Brett Danaher
Creating Social Contagion through Message Design: A Randomized Field Experiment	Tianshu Sun, Siva Viswanathan and Elena Zheleva	Akhmed Umyarov	Recommender Systems and Consumer Product Search	Vidyanand Choudhary and Zhe Zhang	Jan Staellert
The Effectiveness of Promotional Events on Social Media	Vilma Todri and Panagiotis Adamopoulos	Shawndra Hill	An Analysis of Incentive Structures in Collaborative Economy: an Application to Crowdfunding Platform	Na Zhang, Sumon Datta and Karthik Kannan	Sonny Tambe
4:30-6:00 PM	Case Room A		Case Room B		
Session 6A	Technology & Labor		Session 6B	Piracy	
Session Chair	Sarah Rice		Session Chair:	Jui Ramaprasad	
Paper	Authors	Discussant	Paper	Authors	Discussant
The Value of Employer Reputation in the Absence of Contract Enforcement: A Randomized Field Experiment	Alan Benson, Aaron Sojourner and Akhmed Umyarov	Hilal Atasoy	The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion	Liye Ma, Alan Montgomery and Michael Smith	Sanjeev Dewan
Learning and Wages in High-Tech Labor Markets	Prasanna Tambe, Xuan Ye and Peter Cappelli	Brad Greenwood	The Effect of Piracy Website Blocking on Media Consumption	Brett Danaher	Nelson Granados
On Hiring Decisions in Online Labor Markets	Marios Kokkodis	Shachar Reichman	Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry	Vibhanshu Abhishek, Rahul Telang and Yi Zhang	Ohad Barzilay

