



WISE 2015 PROGRAM

Co-chairs: Indranil Bardhan, Anitesh Barua, Hasan Cavusoglu, Huseyin Cavusoglu, Barrie Nault
 Venue: Naveen Jindal School of Management, University of Texas at Dallas

FRIDAY, DECEMBER 11, 2015

6:00-8:00 pm Welcome Reception - hosted by UT Dallas Naveen Jindal School of Management (Junior Ballroom, Hyatt North Dallas Hotel)

SATURDAY, DECEMBER 12, 2015

7:30-7:55 am Coffee and Snacks

8:00-8:10 am Welcome (Davidson Auditorium)

		Session 1A: IT Business Value		Session 1B: Digital Economy		Session 1C: Mobile	
		Session Chair: Indranil Bardhan	Room: 1.107	Session Chair: Xianjun Geng	Room: 1.110	Session Chair: Hasan Cavusoglu	Room: 2.106
		Paper	Discussant	Paper	Discussant	Paper	Discussant
Saturday	8:15 am-9:45 am	Authors Erik Brynjolfsson and Kristina Steffenson Mcelheran		Authors Eric K Clemons and Josh Wilson		Authors Dongwon Lee, Anand Gopal and Sung-Hyuk Park	Discussant Beibei Li
		Data in Action: Data-Driven Decision-Making in U.S. Manufacturing [*BPN]	Narayan Ramasubbu	Modeling Competition in Mandatory Participation Third Party Payer Business Models: The Complex Case of Sponsored Search	Byungtae Lee	"Mobile & Me": A Randomized Field Experiment of Customer Heterogeneity and Channel Use in Online Recommendation Systems	
		Online Channel, Trading Behavior and Customer Profitability in Financial Services: Evidence from an Emerging Market	Wen Wen	Dynamic Platform Competition: Optimal Subsidizing Strategies	Xianjun Geng	Reviving Order Online? The Effect of Purchase Features in Social Media Mobile Apps	Gal Oestreicher-Singer
	Information Technology and Cost of Bank Loan: An Empirical Investigation	Shu Han, Shameem Hasan and Christopher Tucci	Mingfeng Lin	Recommender Systems and Consumer Welfare: Results from a Randomized Experiment in Video-on-Demand	Rodrigo Belo, Pedro Ferreira, Miguel Matos and Xiaochen Zhang	When Structural Model Meets Big Data: Examining Multi-Device Attribution for Native Ads Using TB-Sized Data	Pengyuan Wang and Jimmy Yang Ashish Agarwal
9:45-10:00 am		Coffee Break					
		Session 2A: Health IT		Session 2B: IT and Entrepreneurship		Session 2C: IT and Labor	
		Session Chair: Mehmet Ayvaci	Room: 1.107	Session Chair: Ali Tafti	Room: 1.110	Session Chair: Anjana Susarla	Room: 2.106
		Paper	Discussant	Paper	Discussant	Paper	Discussant
Saturday	10:00 am-11:30 am	Authors Mehmet Ayvaci, Huseyin Cavusoglu and Srinivasan Raghunathan	Rajiv Dewan	Authors Lynn Wu and Chuck Easley	Wen Wen	Authors Irfan Kanat, Yili Hong and Raghu Santanam	Discussant Prasanna Tambe
		Incentivizing Health Information Exchange Adoption Through Alternative Payment Models		Social Networks and Entrepreneurial Adaptation: Evidence from a Randomized Experiment on a MOOC Platform		Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis	
		Electronic Discovery and the Effect of EMRs on Claim Resolution Time	Mehmet Ayvaci	Social Networks and Regional Advantages in Technology Entrepreneurship	Bryan Stephens, Rajiv Garg and John Butler	Ali Tafti	Predicting Human Capital Movement With LinkedIn Profiles
	Information Acquisition, Second Opinions, and the Effort of Experts	Chewei Liu, Ritu Agarwal and Kislaya Prasad	Idris Adjerid	Social is the New Financial: How Startups' Social Media Activities Influence Funding Outcomes	Fujie Jin and Lorin Hitt	Digital Cities [*BPN]	Prasanna Tambe Anjana Susarla
11:30-12:00pm		WISE-WITS Joint Event Honoring Andrew Whinston (Davidson Auditorium)					
12:00-1:30 pm		Lunch (sponsored by ISB, Georgia Tech, Temple Fox School of Business, McGill, Emory, Michigan State, UCI Center for Digital Transformation, Heinz College, and Purdue) (11.105, 11.214 and 11.218)					
		Session 3A: IT and Policy		Session 3B: Social Networks		Session 3C: E-Markets	
		Session Chair: Huseyin Cavusoglu	Room: 1.107	Session Chair: Gordon Burtch	Room: 1.110	Session Chair: Bin Gu	Room: 2.106
		Paper	Discussant	Paper	Discussant	Paper	Discussant
Saturday	1:40 pm-3:10 pm	Authors Min-Seok Pang and Paul A. Pavlou	Sulin Ba	Authors Nishtha Langer and Tarun Jain	Rajiv Garg	Authors Lusi Li, Jianqing Chen and Srinivasan Raghunathan	Discussant Yong Tan
		How Do Crime Analytics and Real-Time Response Technologies Keep the City's Finest Safer?		Peer Influence and the Choice of IT Careers		Impact of Recommender Systems on Product Advertising and Price Competition in Electronic Marketplaces	
		Effect of Merger and Acquisition on R&D, Intangibles, and Product Differentiation	Kangkang Qi, Anjana Susarla and Vallabh Sambamurthy	Geoffrey Parker	The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling	Anitesh Barua and Rajiv Garg	Search and Authentication in Online Matching Markets
	Standards, Intellectual Property Rights, and Strategic Patenting: Evidence from the IETF [*BPN]	Wen Wen, Chris Forman and Sirkka Jarvenpaa	Lin Hao	Why Should I Donate? Examining Reputation, Peer Effect and Popularity Effect on Charitable Giving over Social Media Platforms	Xue Tan, Yingda Lu and Yong Tan	Can E-Book Release Enhance Paper Book Sales? Evidence from an Emerging E-Book Market	Kyunghee Lee, Kunsoo Han, Eunyoung Lee and Byungtae Lee Hossein Ghasekhani
3:10-3:30 pm		Coffee Break					
		Session 4A: Social Media		Session 4B: IT Business Value		Session 4C: Online Reviews	
		Session Chair: Chris Dellarocas	Room: 1.107	Session Chair: Eric Overby	Room: 1.110	Session Chair: Gordon Gao	Room: 2.106
		Paper	Discussant	Paper	Discussant	Paper	Discussant
Saturday	3:30 pm-5:00 pm	Authors Priyanga Gunarathne, Huaxia Rui and Avi Seidmann	Chris Dellarocas	Authors Chengxin Cao, Gautam Ray, Mani Subramani and Alok Gupta	George Westerman	Authors Wael Jabr	Discussant Gordon Gao
		When Social Media Meets Customer Service: Evidence from the Airline Industry		Enterprise Systems and Merger and Acquisition Activities		The Fallacy of Spam Reviews	
		The Impacts of News Sentiment on the Interplay between Digital News Consumption and Social Media Sharing	Mei Li, Hyelim Oh, Tuan Phan and Khim Yong Goh	Xitong Li	The Effect of Mergers and Acquisitions on Information Technology Alliances	Pouya Rahmati and Ali Tafti	Does Paying for Online Product Reviews Pay Out?
	Towards Effective Information Diffusion on Social Media Platforms: A Dyadic Analysis of Network Embeddedness [*BPN]	Jing Peng, Kartik Hosanagar, Ashish Agarwal and Raghuram Iyengar	Byungtae Lee	Do IT Investments Impact Ex-ante Firm Risk? - New evidence from the Option Market	Dawei Zhang and Barrie Nault	Word of Mouth vs. Word of Health Inspectors: Evidence from Restaurant Reviews	Paulo Goes, Chenhui Guo and Mingfeng Lin Nishtha Langer
5:00pm		Return to Hyatt Hotel					
6:00pm		Buses leaving from Hyatt Hotel to Dallas Museum of Art					
10:30-11:30pm		Buses returning from Dallas Museum of Art to Hyatt Hotel (every 30 minutes)					

SUNDAY, DECEMBER 13, 2015

8:00-8:45 am	Coffee and Snacks								
Sunday 8:45 am-10:15 am	Session 5A: Digital Economy			Session 5B: IT and Competition			Session 5C: IT Security		
	Session Chair: Paul A. Pavlou		Room: 1.107	Session Chair: Ravi Bapna		Room: 1.110	Session Chair: Arun Sundararajan		Room: 2.106
	Paper	Authors	Discussant	Paper	Authors	Discussant	Paper	Authors	Discussant
	Economics of 'Tipping' Button in Social Media: An Empirical Analysis of Content Monetization	Ruibin Geng, Bin Zhang and Sang Pil Han	Hong Guo	Salesforce Compensation with Network Effects	Olivier Rubel and Hemant Bhargava	Lizhen Xu	Is an Ounce of Prevention Worth a Pound of Cure? Balancing Ex Ante Security Prevention with Ex Post Mitigation	Sasha Romanosky, Richard Sharp, Veronica Marotta and Alessandro Acquisti	Arun Sundararajan
10:15-10:30am	Coffee Break								
	Deal or No Deal? The Quality Implications of Online Daily Deals	Jorge Mejia, Anand Gopal and Michael Trusov	Michael Zhang	Understanding the App Economy: Competition and Entry in App Markets	Il-Horn Hann, Yang Pan and Thomas Widjaja	Ravi Bapna	Cybersecurity Regulations and Cyberattacks: A Case Study in China	Kai-Lung Hui, Ping Fan Ke and Wei T. Yue	Sam Ransbotham
8:45 am-10:15 am	All World's a Home - Estimating Hotel Latent Quality under Airbnb Entry [*BSPN]	Uttara Ananthakrishnan, Beibei Li and Michael Smith	Paul A. Pavlou	IT Investment under Competition: The Role of Implementation Uncertainty	Vidyanand Choudhary and Mingdi Xin	Atanu Lahiri	Do Patients Care about Data Breaches? [*BPN]	Juhee Kwon and M. Eric Johnson	Gordon Gao
Sunday 10:30 am-12:00 pm	Session 6A: IT and Labor			Session 6B: Software Development and Support			Session 6C: Online Advertising/Targeting		
	Session Chair: Animesh Animesh		Room: 1.107	Session Chair: Srinivasan Raghunathan		Room: 1.110	Session Chair: Eric Zheng		Room: 2.106
	Paper	Authors	Discussant	Paper	Authors	Discussant	Paper	Authors	Discussant
	Proximity to software and labor inequality: Examining the industry-level network of corporate acquisitions	Ali Tafti, Pouya Rahmati and Christopher Westland	Prasanna Tambe	New Product Development, Versioning and Competition	Ramnath Chellappa and Jia Jia	Vidyanand Choudhury	Word-of-Mouth in Social Media Advertising: A Randomized Field Experiment on Facebook	Shun-Yang Lee, Ashish Agarwal and Andrew Whinston	Shu Han
12:00-1:20 pm	Business Lunch (sponsored by UTD Naveen Jindal School of Management, UBC Sauder School of Business, University of Calgary Haskayne School of Business, and The University of Texas at Austin)(11.105, 11.214 and 11.218)								
	The Distinct Effects of Information Technology and Communication Technology on Inequality: An Empirical Analysis from the Knowledge Hierarchy Perspective	Jiyong Park and Byungtae Lee	Animesh Animesh	Extending Software Support: The Commitment Problem Underneath	Abhijeet Ghoshal, Atanu Lahiri and Deb Dey	Anand Krishnan	Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics	Anindya Ghose, Param Vir Singh and Vilma Todri	Eric Zheng
1:20-1:40 pm	Award Ceremony and WISE 2017 selection (Davidson Auditorium)								
1:40-2:25 pm	Keynote Speech- Prof. Gary Bolton, UT Dallas (Davidson Auditorium)								
2:25-2:45 pm	Coffee Break								
Sunday 2:45 pm-3:45 pm	Session 7A: Crowdsourcing			Session 7B: Online Piracy			Session 7C: E-Markets		
	Session Chair: Anitesh Barua		Room: 1.107	Session Chair: Barrie Nault		Room: 1.110	Session Chair: Kunsoo Han		Room: 2.106
	Paper	Authors	Discussant	Paper	Authors	Discussant	Paper	Authors	Discussant
	Wisdom of the Crowd? Evaluating Crowd and Expert Selection Mechanisms in Innovation Contexts	Sam Ransbotham and George Westerman	Adam Saunders	Combating Online Piracy: Make Pirated Products Less Available or Less Attractive? [*BPN]	Debabrata Dey, Antino Kim and Atanu Lahiri	Jie Zhang	Showrooming vs. Competing: The Roles of Product Assortment and Price	Qian Tang, Mei Lin and Youngsoo Kim	Mingdi Xin
3:45pm	Workshop ends								
3:50pm	Buses leaving from UT Dallas to ICIS Hotel, Fort Worth								

Notes:

1. Conference hotel is Hyatt Regency North Dallas (701 East Campbell Road Richardson, Texas, USA, 75081).
2. Conference venue is the Naveen Jindal School of Management (800 W Campbell Road, Richardson, TX 75080).
3. For each paper, 20 minutes for the presenter, 5 minutes for the discussant, and 5 minutes for Q&A's will be given.
4. [*BPN] indicates WISE 2015 Best Paper Nominee and [*BSPN] indicates WISE 2015 Best Student Paper Nominee
5. Breakfast will be served at the conference hotel (Hyatt) as part of the negotiated room fees.
6. Attendees who wish to go to Fort Worth should check out of their hotel and bring their luggage to UTD. Shuttle buses will not go back to the hotel after the workshops ends.