32nd Workshop on Information Technologies and Systems (WITS 2022) Copenhagen, Denmark December 14 – 16, 2022 https://witsconf.org/

11:00 AM 12:00 – 1:15 PM	Bus Picku	up from ICIS Venue (AC Hotel Bella Sky Copenhagen) to WITS Venue (Copenhagen Busine:	C-b1)					
12:00 – 1:15 PM			Bus Pickup from ICIS Venue (AC Hotel Bella Sky Copenhagen) to WITS Venue (Copenhagen Business School)					
12:00 – 1:15 PM		Registration						
	Welcome Address + Lunch			Venue: Solbjerg Plads Social Area				
	Track A Venue: SPs 07	Track B Venue: SPs 08	Track C Venue: SPs 12	Track D Venue: SPs 14				
	Session 1A: FinTech	Session 1B: UGC	Session 1C: Personalization Techniques	Session 1D: Virtual Presentations				
	Session Chair: Raveesh Mayya	Session Chair: Tomer Geva	Session Chair: Kyuhan Lee	Session Chair: Mads Bødker				
Port	ortfolio Choice for Online Loans and Implications for Platforms	More Can Be Less: Economics of Answer Viewing on Paid Q&A Platforms	Towards Cross Domain Recommendations: A Personality Based Probabilistic Matrix	Turning Content Creators into Partners: Economics of Platform-Led Affiliate				
Yang	ing, Zonghao; Strub, Moris; Gopal, Ram; Qiao, Xiao	Gao, Yi; Mehra, Amit; Liu, Dengpan	Factorization Approach (virtual)	Marketing (virtual)				
'		•	Acharyya, Somdeep; Pervin, Nargis	Gu, Meilin; Liu, Dengpan; Kumar, Subodhar				
1:15 - 2:45 PM Do N	Machine Learning Models Take Shortcuts? Investigating the Problem of Shortcut	Diamond in the Rough? Detecting and Summarizing Product Defects from Online User	A cross-domain recommendation approach integrating offline and online behavior	Digital Social Movements and the Performance of Sharing Economy Participants: A				
	arning in Corporate Credit Rating Prediction	Generated Contents	Ray, Arindam; Dutta, Kaushik	Study of Black Lives Matter and Airbnb (virtual)				
	• .	Zhang, Xuan; Qiao, Zhilei; Foutz, Natasha Z; Shen, Wengi; Fan, Weiguo	Tay, Amadin, Dated, Ideanik	Xu, Tong; Lu, Angela; Mishra, Abhay; Liu, Zengyan; Song Linqi				
		Computing Bayes Nash Equilibrium Strategies in Crowdsourcing Contests	Graph Representation Learning for Reciprocal Recommendation in IT-enabled Social	Emotion Al Meets Strategic Users (virtual)				
	ole of Traders' Analytical Ability	Ewert, Markus; Bichler, Martin; Oberlechner, Matthias	Networks: Social Relations Model Approach	Yu, Yifan; Jia, Lin; Tan, Yong				
	lang, Hong; Zheng, Eric; Mehra, Amit		Kim, Buomsoo; Lee, Kyuhan; Shin, Donghyuk; Han, Sang Pil; Ram, Sudha	Tu, Tilali, Jia, Lili, Tali, Tolig				
	<u> </u>			Development Torio transport of Displaying Displaying Mandal and Circulation (Circulation (Circul				
	, ,	A Framework for Automated Worker Evaluation based on Free Text Responses with No		Development Trajectory of Blockchain Platforms: Model and Simulation (virtual)				
Geng	0, 1, 1,1,1	Ground Truth		Li, Tim; Zhang, Xiaoquan				
2:45 – 3:00 PM		Geva, Tomer; Goldstein, Anat; Yahav, Inbal						
2.45 - 5.00 FIVI	Session 2A: HCI	Coffee Bi Session 2B: Labor Market	Session 2C: Digital Platforms	Session 2D: Demo				
	Session Chair: Jesse Bockstedt	Session Chair: Jingyuan Yang	Session Chair: Daniel Fürstenau	Session Chair: Mads Bødker				
11				Midas: a Python Framework for Automated Generating and Training of Neural				
			Commitment Device or Friction? An Empirical Study of Individuals' Goal Achievements	,				
	tions		in the Context of Self-help Mobile App	Network Models				
	-,, -, -,,		Kang, Kyung Pyo; Park, JaeHong	Pedersen, Nikolaj K; Meged, Anders; Johansen, Rune				
	, , ,		Search for the Next Superstar: the Impact of Covid-19 on Variety Seeking in Digital	Carrot: A Task Management Persuasive System (virtual)				
3:00 - 4:30 PM Karr	ra, Saketh Reddy; Tulabandhula, Theja; Nguyen, Son T Parasurama, Prasanna; Sedoc, João; Ghose, Anindya		Content Consumption	Gill, Thomas R				
			Jin, Seungwook; Sohn, Bongjin; Han, Jinsoo; Kang, Keumseok; Lee, Gunwoong					
Augi	agmenting Human Expertise with Artificial Intelligence for Breast Cancer Diagnosis	Less is Not Always More: Investigating the Impact of Social Media Blockers on Work	Digital Transformation, Risky Investments & Hosting Platform Rivals					
Mod	ookerjee, Radha; Ahsen, Mehmet Eren; ayvaci, Mehmet	Time	Shekar, Shiva; Bandhu, Sarvesh; Van Alstyne, Marshall					
		Chen, Zenan; Chan, Jason						
Hum	umans' Use of AI-Assistance: The Effect of Loss Aversion on Willingness to Delegate	Acqui-hiring or Acqui-quitting: Data-Driven Post-M&A Turnover Prediction via a Dual-fit	What Fuels Growth? A Comparative Analysis of the Scaling Intensity of AI Start-ups					
Deci	ecisions	Model	Schulte-Althoff, Matthias; Fürstenau, Daniel; Lee, Gene Moo; Rothe, Hannes; Kauffman,					
Bock	ockstedt, Jesse; Buckman, Joseph	Zhang, Denghui; Zhong, Hao; Yang, Jingyuan	Robert					
4:30 – 4:45 PM	Coffee Break							
		WITS Academic Keynote						
4:45 – 5:45 PM		Venue: SPs 202						
4:45 - 5:45 PM		venue: SPS 202						
6:00 – 9:00 PM	WITS Reception Venue: Solbjerg Plads Social Area							

	Thursday [December 15th, 2022]						
8:00 - 9:00 AM		Venue: Kilen Atrium					
8:00 - 9:00 AM		Breakfast in Kilen Atrium WISE/WITS Women's Coffee Break					
		WITS Academic Keynote					
		Venue: Ks 43					
9:00 – 10:00 AM		Andreas Holbak Espersen Director of Digital Policy					
10:00 - 10:15 AM	Coffee Break						
	Track A Venue: Ks 43	Track B Venue: Ks 48	Track C Venue: Ks 71				
	Session 3A: Video Analytics	Session 3B: Marketing Analytics	Session 3C: Predictive and Prescriptive Analytics				
	Session Chair: Gene Moo Lee	Session Chair: Abhijeet Ghoshal	Session Chair: Martin Bichler				
	The Absence of "Pushing Hands": Examining the Effect of Superstar Streamer's Exit in	Augmented Reality Across the Online Sales Funnel: A View of Utilitarian and Hedonic	A Deep Learning Model for Risk Prediction and Subtyping with Temporal Clinical Data				
	Live Streaming E-commerce	Perspectives	Srivastava, Shivin; Rajan, Vaibhav				
		Gao, Shuang; Yin, Xueyan; Yang, Xue; Chen, Pei-yu; Tian, Miao					
10:15 - 11:45 AM	Designing E-commerce Livestreams: How Quicker Product Presentation Affects Sales?	The Ownership Economy: How Stock Rewards Shape Consumer Spending	Fast Forecasting of Unstable Demand for Digital Platforms				
	Xie, Si; Mehra, Amit; Sharma, Siddhartha	Nian, Tingting; Cao, Ziyi; Sundararajan, Arun	Rombouts, Jeroen; Wilms, Ines; Hu, Yu Jeffrey				
		Identifying "out-of-favor" products at an E-Commerce Platform	Sec2Sec Co-Attention Transformer for Video Emotion Prediction				
		Ivanov, Anton; Kumar, Akhil; Ghoshal, Abhijeet	Sun, Mingwei*; Zhang, Kunpeng				
	How Does AI-Generated Voice Affect Video Content Creation? Evidence from TikTok		Pricing Optimal Outcomes in Coupled and Non-Convex Electricity Markets				
	Zhang, Xiaoke; Zhou, Mi; Lee, Gene Moo; Ramazzina , Andrea; Cognolato, Francesco		Knörr, Johannes; Bichler, Martin; Ahunbay, Mete Şeref				
		Lunch (Buffet) in Kilen Atrium		Venue: Kilen Atrium			
11:45 – 1:15 PM		Ignite Talks for Poster Papers (2.5 minutes each) Session Co-Chairs: Yan Leng and Abayomi Baiyere					
		Industry Panel: Embracing a Digital Asset Future					
	Moderatar. Jones Valbjørn Andersen, Associate Professor, IT University of Copenhagen Panelists Jones Kasper Jensen, NFT Visual Artist @ https://www.jonaskasperjensen.com Simon Ousoger, Co-Founder and CEO, Januar Kristion T. Sørensen, Co-Founder, Norfico Description Digital assets in the likes of cryptocurrendes and Non-Fungible Token (NFTs) are halled a	Venue: Ks 43					
I	notable debacles such as the bankruptcy of the cryptocurrency exchange, FTX, and the co						
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	Friday [December 16th, 2022]				
8:00 – 9:00 AM	Breakfast and WITS General Body Meeting in Kilen Atrium			Venue: Kilen Atrium	
	Track A Venue: Ks 43	Track B Venue: Ks 48	Track C Venue: Ks 71	Track D. Venue; Ks 54	
	Session 6A: FinTech Methods	Session 6B: Retail Analytics	Session 6C: Human Factors	Session 6D: Pricing	
	Session Chair: Raj Sharman	Session Chair: Jesse Bockstedt	Session Chair: Kyuhan Lee	Session Chair: Jingjing Li	
	Safeguarding Digital Asset Investments against Volatility - A Deep Learning Based	Mobile Targeting of Product Inventory Searches: A Field Experiment	Behind Privacy Labels: Data Tracking and Advertising Competition on App Platforms	Cost Asymmetry and Customer Loyalty in a Price Discrimination Environment	
	Dynamic Stop-Loss Approach	Tong, Siliang; Wang, Le; Luo, Xueming; Moriguchi, Takeshi	Gao, Yi; Liu, Dengpan	Tulabandula, Theja; Ouksel, Aris; Nguyen, Son T	
	Samarasekara, Iromie K; Mendis, Oshan K; Ahangama, Sapumal; Atukorale, Ajantha Sanjeewa				
9:00 - 10:30 AM	Mitigating Irrationality in Copy-trading: A Machine Learning Approach	Store Assortment 2.0: A Comprehensive Retail Analytics Framework to Identify (Non)-	Synchronous Online Learning and Student Satisfaction: Evidence from a Natural	Product Rankings, AI Pricing Algorithms and Collusion (virtual)	
	Shen, Zhe; Zheng, Alex; Jiang, Wei; zheng, Eric	Digital Products (virtual)	Experiment	Qiu, Liying; Singh, Param; Huang, Yan	
		Tang, Ping; Garg, Rajiv; KUMAR, ANUJ; Mehra, Amit	Zhu, Yingpeng; Kaur, Ramanpreet; Hui, Kai-Lung; Huang, Allen		
	AlphaVC: A Reinforcement Learning-based Venture Capital Investment Strategy	Customer Acquisition via Profile Construction	Primary and Secondary Control as Antecedents to the Dark Traits in Predicting	Forward Contract Mechanisms for Optimal Service Sourcing in On-Demand Digital	
	Yuan, Zixuan; Zhang, Denghui; Zhong, Hao; Zhang, Shengming; Xiong, Hui	Liu, Xiaoping; Kartal, Hasan; Li, Xiaobai	Attraction to Hacking Behavior	Platforms	
			Amo, Laura; Gaia, Joana; Murray, David; Sanders, George L; Sanders, Sean; Upadhyaya	Aziz, Yousuf; Guo, Zhiling; Ramesh, Ram	
			Shambhu; Wang, Xunyi		
		Do Virtual Showrooms Payoff? Evidence from a Quasi-Experiment	Is Transparency the Best Policy? Impact of (Im)Plausible AI Transparency on Human	When is Freemium Strategy Effective? The Role of Agency-Communion	
		Mousavi, Nasim; Kumar, Subodha; Bockstedt, Jesse; Golara, Sina	Trust in Al for Fake News Detection	Orientations	
			Lee, Kyuhan; Suh, Jihae; Park, Jinsoo	Deng, Haowen; Li, Jingjing; Foutz, Natasha Z; Zhang, Cheng	
10:30 - 10:45 AM	Coffee Break Academic Panel: Clouds on the Horizon and Silver Linings – How to Continue Innovating the Information Systems Discipline?				
10:45 – 12:15 PM	Moderator Sam Bansbotham, Professor of Business Analytics, Boston College Fric Zheng, Professor of Information Systems and Operations Management, University of Texas at Dallas Panelists Andrew Burton-Jones, Editor-in-Chief, MIS Quarterly (MISQ) and Professor, University of Queensland Alok Guda: A Editor-in-Chief, Information Systems Research (ISR) and Senior Associate Dean. University of Minnesota				
12:15 – 1:30 PM	Lunch & Awards Ceremony Venue: Solbjerg Plads Balcony				
1:30 – 5:30 PM	Optional Tour to Kronborg Castle (https://www.kronborg.dk/english)				

Bold font denotes papers nominated for best paper awards.

Ignite Talks for Poster Papers

December 15 (Thursday)

Order	Start Time	End Time	Poster Paper
01	12:15:00	12:17:30	TEAi: Development of an Assistive AI Tool to Support Tea Traders in Visual Grading
01	12.13.00	12.17.30	Kaluarachchi, Tharindu I; Wen, Elliott; Elvitigala, Samitha; Nanayakkara, Suranga
02	12:17:30	12:20:00	Exploring the Effects of Technological Proximity to Venture Capitalists on the Performance of AI Start-ups
			Wang, Qi; HUANG, Kewei; Tayi, Giri Kumar
03	12:20:00	2:20:00 12:22:30	Can Machine Translation Narrow Knowledge Gap? A Large-scale Multilingual Analysis of the Partnership between Google Translate and Wikipedia
			Zhu, Kai
04	12:22:30	12:22:30 12:25:00	Investigating Generalizability of BERT Models for Symptom Recognition
			Xu, Jennifer; Babaian, Tamara It's Good to be Different: How Entrepreneurial Narratives in Videos affect Initial Coin Offerings
05	12:25:00	12:27:30	Cho, Mina; Yoo, Byungjoon
			MANGQ: Towards Natural Language Interfaces for Knowledge Graphs
06	12:27:30	12:30:00	Harig, Amin; Janzen, Sabine; Maass, Wolfgang
			A Hybrid Human-AI Approach to Capturing Disclosure Sentiment
07	12:30:00	12:32:30	Ng, Ka Chung; JIEXIN, ZHENG; Zheng, Rong
00	12:22:20	42-25-00	Generalizing AI for Eye Diagnosis
08	12:32:30	12:35:00	Goh, Kim Huat; liu, xiaoyu; Kai, Ma; Yip, Vivien Cherng Hui; Li, Kelvin Zhenghao
09	12:35:00	12:37:30	SME and Big Tech's Mutual Relationship: Does Business Analytics Tool Boost Revenue of SME?
09	12.55.00	12.37.30	Yum, Kyeongmin; Park, Jaesang; Yoo, Byungjoon
10	12:37:30	12:40:00	Searching for Search Trends? Effects of Real-Time Trending Searches on Opinion Participation and Herding
10	12.57.50	12.40.00	Lee, Kyu-Min; Park, Yunha; Oh, Wonseok
11	12:40:00	12:42:30	Analysis of the Impact of Economic Benefits on the Play-to-Earn Game
			Um, Dael; jahng, JungJoo
12	12:42:30	12:45:00	The Impact of Managers Vocal Cues on Analyst Forecast Dispersion – A Voice Analytics Approach
			Jakobs, Jenny; Metzler, Dennis R.
13	12:45:00	12:47:30	Target Variable Engineering Clark, Jessica
			The Impact of Topic Distribution on Review Helpfulness: Evidence from Airbnb App Reviews
14	12:47:30 12:50:00	12:50:00	Cho, Mina; Hwang, Dugmee; Jeon, Seongmin; Yoo, Byungjoon
			Do Secondary Markets Drive the Failure of P2P Lending Platforms?
15	12:50:00	12:52:30	Bao, Tianzi; Ding, Yi; Gopal, Ram; Xu, Haifeng
	12:52:30 12:55:00		Designing Fair Resume Screening Algorithms
16		12:55:00	Parasurama, Prasanna
17	12:55:00	12:57:30	The Effect of Market Regulation on the Ecosystem of Cryptocurrency Exchange Platform
1/	12.55.00	12.37.30	Myeong, Jaeho; Jung, Miyeon
18	12:57:30	13:00:00	Catch Me If I Spam? Feature Engineering and Machine Learning for Efficient Classification of Twitter Spam (virtual)
10	12.57.50	25.00.00	Dhar, Suparna; Bose, Indranil
19	13:00:00	13:02:30	How to Find Better Neighbors?: A Context Aware Session-based Recommendation (virtual)
			Krishnamurthy, Sanjay K; Pervin, Nargis

32nd Workshop on Information Technologies and Systems (WITS 2022)

Copenhagen, Denmark December 14 – 16, 2022

Workshop Venues

The workshop venues are spread across two separate buildings, <u>Solbjerg Plads</u> and <u>Kilen</u>, on the campus of Copenhagen Business School (CBS).

<u>Wednesday</u> (December 14) events will take place in rooms SPs 07, 08, 12, 13, 14, 202 located in the <u>Solbjerg Plads</u> building (Address: Solbjerg Pl. 3, 2000 Frederiksberg) shown below:

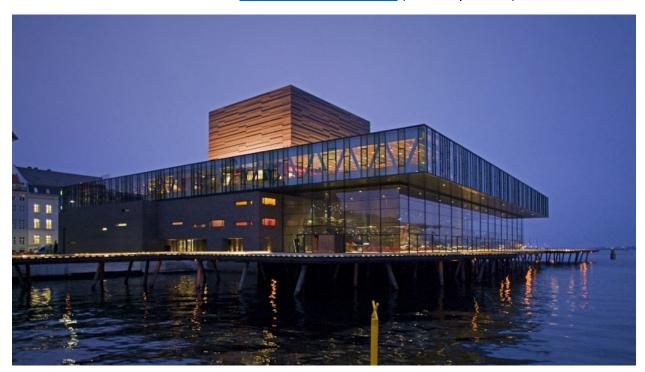


<u>Thursday and Friday</u> (December 15 and 16) events will take place in rooms Ks 43, 48, 54, 71 located in the <u>Kilen</u> building (Address: Kilen, 2000 Frederiksberg) shown below:



Social Event Venue

The social event will be held in the **Royal Danish Playhouse** (or *Skuespilhuset*) as shown below:



Getting Around

Getting to Workshop Venues

a. From Scandic Falkoner

Getting to the Solbjerg Plads building: https://goo.gl/maps/bdCftfWL771iTMjf6
Getting to the Kilen building: https://goo.gl/maps/fFH8AvPcMBssB6n77

b. From AC Hotel Bella Sky Copenhagen (ICIS 2022 Conference Hotel)

Getting to the Solbjerg Plads building: https://goo.gl/maps/ZnCWt2rgXjQvCPhf7
Getting to the Kilen building: https://goo.gl/maps/eG4jw9AMhEHGdsZb6

c. From Radisson Collection Royal Hotel, Copenhagen

Getting to the Solbjerg Plads building: https://goo.gl/maps/vCDJjhLjESxP73Td8
Getting to the Kilen building: https://goo.gl/maps/uezPGaCRcpyyZiTQ9