CSWIM 2011
The Fifth China Summer Workshop on Information Management
June 24 – 26, 2011
Harbin, P. R. China

Program

Conference Venue: International Conference Center (2H Building), Science Park Campus, Harbin Institute of Technology (95 Hexing Road, Harbin)

Friday, June 24, 2011

2:00 pm – 10:00 pm  Registration & Check-in
Shangri-La Hotel (555 Youyi Road), Tel: 0451-84858888-6412
The Lobby of the Hotel: Check in
2nd Floor of VIP Hall: Conference Registration
Xiyuan Hotel (21 Fayuan Street), Tel: 0451-86417114
Ground Floor: Registration & Check-in

6:00 pm  Board Bus from Shangri-La Hotel to Xiyuan Hotel

6:30 pm – 8:30 pm  Welcome Reception (light appetizers and beverage will be served)
(Xiyuan Hotel, 3rd floor, Hall room)

8:30 pm  Board Bus from Xiyuan Hotel to Shangri-La Hotel

Saturday, June 25, 2011

7:00 am – 7:40 am  Buffet Breakfast
Shangri-La Restaurant (Ground Floor, Coffee Auditorium)
Xiyuan Hotel (Ground Floor)

8:00 am  Board Bus to Harbin Institute of Technology (HIT) from Shangri-La Hotel and Xiyuan Hotel respectively

8:30 am – 9:00 am  Welcome Remarks (Room 201)
Dr. Bo Yu  
Dean, School of Management, Harbin Institute of Technology

Dr. Yijun Li  
Executive Director of Management Department, NSFC

Vice President  
Harbin Institute of Technology

9:00 am – 9:30 am  Keynote Speech (Room 201)

Dr. Robert J. Kauffman  
Who Will ‘Bell the Cat”? IT, Channel Conflicts, Transparency and the Theory of Strategic Decommoditization

9:30 am – 10:00 am  Photo Session (At the Front Gate of 2H Building)  
Tea Break (Ground Floor)

10:00 am – 11:30 am Parallel Sessions

Session 1A: Data Mining (Room 139)

Chair: Harry Wang, University of Delaware  
Discussant: Eric Lu, Penn State University

Improving the Effectiveness of Opinion Orientation Identification in Sentiment Analysis of Consumer Reviews: A Gloss-based Approach  
Chin-Sheng Yang, Cheng-Hsiung Chen and Pei-Chann Chang

Segmentation with Link Structure and Expert Information (Best Paper Nominee)  
Yinghui Yang and Zijie Qi

Automatically Assessing Information Usefulness in Online Knowledge Communities: A Text Classification Framework  
Xiaomo Liu, G. Alan Wang and Weiguo Fan

Session 1B: E-Commerce (Room 131)

Chair: Raymond Sin, HKUST  
Discussant: Kai-Lung Hui, HKUST

Imagination or Reality — The Direction of Price Dispersion in the E-commerce Era  
Binjie Luo, Zhangxi Lin and Jiaxian Qiu
How Can Mobile Coupons Become Contagious? A Psychological Distance Perspective
Yuhao Li, Lih-Bin Oh and Kanliang Wang

Two-sided Benefits or Double-edged Sword? Competition in Mobile Device and App Markets (Best Paper Nominee)
Raymond Sin and Jia Jia

11:40 am Board Bus to Haiyun Hotel from 2H Building

12:00 am – 1:30 pm Lunch (Best paper award)
Haiyun Hotel (19 Xidazhi.St.Nangang.Dist.Harbin) Tel: 82832107

1:30 pm Board Bus to 2H Building from Haiyun Hotel

1:50 pm – 2:20 pm Keynote Speech (Room 201)

Dr. Varghese S. Jacob
Senior Associate Dean, School of Management, University of Texas at Dallas
MIS Research over the Years – Rolling Stone or Leading Edge

2:20 pm – 3:50 pm Parallel Sessions

Session 2A: Social Networks (Room 139)
Chair: Xianjun Geng, University of Texas Dallas
Discussant: Patrick Fan, Virginia Tech

Social Loafing or Not: An Exploration of Virtual Collaboration
Fang Chen, Limin Zhang and Joseph Latimer

On Collaboration Productivity Model Based on Social Capital Theory (Best Paper Nominee)
Shaokun Fan and J. Leon Zhao

Winning Crowdsourcing Contests: A Micro-Structural Analysis of Multi-Relational Networks (Best Paper Nominee)
Jiahui Mo, Eric Zheng and Xianjun Geng

Session 2B: IT Usage (Room 131)
Chair: Xue Yang, Nanjing University
Discussant: Mu Xia, Santa Clara University
Enhancing Organization’s Operational Efficiency through Environmental Performance Improvement: An IT Resource-Based View
Lele Kang, Xiang Wang, Xue Yang and Chuan-Hoo Tan

Teleconsultation: Understanding Continued Use
Ziyu Yan and Xitong Guo

Users’ Motivations and Intentions to Pay for Cybercafés in Mainland China
Guoxin Li and Wei Shang

3:50 pm – 4:20 pm  Tea Break (Ground Floor)

4:20 pm – 5:20 pm  Panel (International): SCORE (Success, Challenges, Opportunities, Risks, Enterprises) of Information Systems (Room 201)
Chair: Han Zhang, Georgia Institute of Technology

Panelists (Alphabetic Order)
Ming Fan, University of Washington
Ram Gopal, University of Connecticut
Ting-Peng Liang, National Sun Yat-sen University
Ping Zhang, Syracuse University
J. Leon Zhao, City University of Hong Kong
Kevin Zhu, University of California at San Diego

5:30 pm  Board Bus to Dinner from the Gate of Lecture Hall

6:00 pm – 8:00 pm  Dinner (Longmen Hotel, VIP Building)

8:00 pm – 9:00 pm  Sophia Church

9:00 pm  Board Bus 1ª to Shangri-La Hotel
Board Bus 2ª to Xiyuan Hotel

Sunday, June 26, 2011

7:00 am – 7:40 am  Buffet Breakfast
Shangri-La Restaurant (Ground Floor, Coffee Auditorium)
Xiyuan Hotel (Ground Floor)

8:00 am  Board Bus to Harbin Institute of Technology (HIT) from Shangri-La and Xiyuan Hotel respectively
8:30 am – 10:00 am  Parallel Sessions

**Session 3A: Economics of IS** (Room 139)
Chair: Cheng Zhang, Fudan University
Discussant: De Liu, University of Kentucky
Eric Zheng, University of Texas at Dallas

**Who Welcomes Behavioral Targeting: An Economic Analysis**
Jianqing Chen and Jan Stallaert

**The Role of Certifiers in Strategic Communication**
Hong Xu, Maxwell Stinchcombe and Andrew Whinston

**Online Competition on Brick-and-Mortar Businesses: Evidence from the Banking Industry**
Mei Xue and Bin Gu

**Session 3B: IT Adoption** (Room 131)
Chair: Wei Zhang, University of Massachusetts Boston
Discussant: Dongming Xu, University of Queensland

**Research on the relation between users’ adoption behaviors and their teaching ability in an online education community**
Liangjuan Qin, Bin Li and Wei Wu

**Technostress of IT professionals: diverse for different personality type and related to different career orientations**
Yuwen Liu and Kanliang Wang

**Perceived Affordances of Web Advertisements: Implications for Information Artifacts Design**
Jian Tang, Yuxiang Zhao and Ping Zhang

10:00 am – 10:30 am Tea Break (Ground Floor)

10:30 am – 11:30 am Panel (Chinese): SCORE (Success, Challenges, Opportunities, Risks, Enterprises) of Information Systems Discipline in China (Room 201)
Chair: Qiang Ye, Harbin Institute of Technology

**Panelists** (Alphabetic Order)
Guoqing Chen, Tsinghua University
Lihua Huang, Fudan University
Yijun Li, National Natural Science Foundation of China
Zhangxi Lin, Texas Tech University and Southwestern University of Finance and Economics
Kanliang Wang, Renmin University

11:40 am  Board Bus to Haiyun Hotel from 2H Building

12:00 am –1:20 pm  Lunch (Haiyun Hotel, 19 Xidazhi.St.Nangang.Dist.Harbin)
Tel: 82832107

1:20 pm  Board Bus to 2H Building from Haiyun Hotel

1:30 pm – 3:00 pm  Parallel Sessions

Session 4A: IT Security and Risk (Room 139)
Chair: Rui Chen, Ball State University
Discussant: Yuzhu Li, University of Massachusetts at Dartmouth

Decision Right of IT Unit and Risk Taking in IT Adoption
Ling Xue, Cheng Zhang, Hong Ling and Xia Zhao

Victimized by Phishing: A Dual-Process Information Processing Perspective
Wei Zhang, Xin Luo and Zhengchuan Xu

Improving Emergency Management through Organizational Capabilities
Rui Chen

Session 4B: Electronic Marketplace (Room 131)
Chair: Ke-Wei Huang, National University of Singapore
Discussant: Hong Xu, HKUST

Patterns and Driving Factors of C2C Seller Growth (Best Paper Nominee)
Weijia You, Mu Xia and Lu Liu

Effects of Friendship Links on Online Sellers’ Performance: An Empirical Study
Youwei Wang, Fan Chen, Peiran Zhang and Dan Li

Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors — An Empirical Study of Penny Auctions
Hanxiong Zheng, Khim Yong Goh and Ke-Wei Huang
3:00 pm – 3:30 pm  Tea Break (Ground Floor)

3:30 pm – 5:00 pm  Parallel Sessions

Session 5A: Organizational Impact of IT (Room 139)

Chair: Alex Tung, University of Connecticut
Discussant: Bin Gu, University of Texas at Austin

Best Buy's Exit from China’s Market – Anachronistic Strategy to Blame?
Hong Jie Qiang and Zhangxi Lin

Human Capital and Information Technology Capital Investments for Firm Innovation: Curvilinear Explanations
John Qi Dong, Jinyu He and Prasanna Karhade

The Motivations and Impacts of Innovation in Open Source Software
Wei Chen, Vish Krishnan and Kevin Zhu

Session 5B: IT Learning and Skills (Room 131)

Chair: Xitong Guo, Harbin Institute of Technology
Discussant: Xiaobo Xu, American University of Sharjah

Yuzhu Li

Effects of Outsourcing on IT Professionals
H. Michael Chung and M.B. Khan

5:00 pm – 6:20 pm  Board Bus to Longhua Fishing Village Restaurant from 2H Building (via the Sun Island and the Municipal Building)

6:20 pm – 8:30 pm  Dinner
Longhua Fishing Village (2-4 Zhenbin North Street, Songbei District)
Tel: 0451-8811111

8:30 pm  Board Bus 1# to Shangri-La Hotel
Board Bus 2# to Xiyuan Hotel