

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 – 8:30pm 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 1[#] to Shangri-La Hotel
Board Bus 2[#] 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

Research-in-progress: Introducing Basic Project Management Skills in an Introductory Information Systems Course: a Constructivist Approach to Teach and Learn High-Order Business Skills

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: 0451-88111111

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