



**The Tenth Workshop on E-Business  
(Web 2011)**

**December 4, 2011  
Shanghai, China**

## Workshop Program

**December 3, 2011** (Shanghai International Convention Center (SHICC), 5<sup>th</sup> floor)

1pm – 6pm Workshop Registration

**December 4, 2011** (Shanghai International Convention Center (SHICC), 5<sup>th</sup> floor)

7:15am – Workshop Registration

8-8:10am Welcome speech

8:10-9:00am **Keynote #1:** Dr. Jian Wang, Chief Architect of Alibaba Group and president of Alibaba Cloud Computing (SHICC room 5F)  
Title: TBA

9:10-10:40am Parallel sessions (1A, 1B, and 1C)

10:40-11am Tea break

11am-12:30pm Parallel sessions (2A, 2B, and 2C)

12:30-1:45pm lunch

1:45- 2:35pm **Keynote #2:** Dr. Robert J. Kauffman, Singapore Management University  
“Closed-Loop, Experiment-Driven Consumer Insights for E-Business: An Interdisciplinary Perspective on Computational Social Science for IS Researchers” (SHICC room 5F)

2:45-4:15pm Parallel sessions (3A, 3B, and 3C)

4:15-4:30pm Tea break

4:30-5:40pm Parallel sessions (4A, 4B, and 4C)

6:30pm Social event (the Revolving Restaurant and Shanghai’s Urban Development History Museum in the Oriental Pearl TV Tower) (Meet at the 5<sup>th</sup> floor at 6:15pm.

**Location:** All sessions will be on the 5<sup>th</sup> floor of SHICC

- Session As: room 5F
- Session Bs: room 5I
- Session Cs: room 5J

**Parallel Sessions: 9:10-10:40am**

**Session 1A (5F): Social Networks and Social Computing (I)**

Session chair: Raj Sharman, University at Buffalo, The State University of New York, USA

***Mining Implicit Social Network with Context-Aware Technologies***

Eunjung Yoon and Wei Zhou

***Using Social Network Classifiers for Predicting E-Commerce Adoption\*\*\****

Thomas Verbraken, Frank Goethals, Wouter Verbeke, & Bart Baesens

***Exploring Innovation in the Context of Employee Relationship and IT-enabled Knowledge Sharing***

Jianping Peng, Guoying Zhang, Zhengping Fu and Yong Tan

***The Study of Construction and Analysis Method of Social Network Model Base on Cooperator Relationship***

Xiang Chen & Ning Gao

**Session 1B (5I): Online Security Informatics and Privacy Issues**

Session chair: Ravi Sen, Texas A&M University, USA

***Do Hacker Forums Contribute to Security Attacks?***

Qiu-Hong Wang, Wei Thoo Yue and Kai-Lung Hui

***A Trust Perspective to Study the Intentions of Consumers to the Group Buying***

Deng-Neng Chen, Yi-Shan Yang and Yi-Cheng Ku

***Effects of Borrower-Defined Conditions in the Online Peer-to-Peer Lending Market***

Jiaxian Qiu and Binjie Luo

***Cognitive Elaboration On Potential Outcomes And Its Effects On Employees' Information Security Policy Compliance Intention – Exploring The Key Antecedents***

Xue Yang, Wei Thoo Yue and Choon Lin Sia

**Session 1C (5J): Economics of E-Commerce**

Session chair: Jennifer Zhang, The University of Texas at Arlington, USA

***Analyzing Monetization Models for Digital Content Services: Channel Ownership and Royalty Contracts***

Yung-Ming Li, Yuan Fang and Bih-Huang Jin

***Pricing Centralized and Decentralized Wireless Service: A Mechanism Design Approach\*\*\****

Jhih-Hua Jhang-Li

***Parallel Importation: An Empirical Investigation of Online Unauthorized Distribution Channels for Luxury Fashion Goods***

Kexin Zhao, Xia Zhao and Jing Deng

***Consumer Segmentation and the Information Role of Online Reviews in Horizontally Differentiated Products Market***

Qingliang Wang and Khim Yong Goh

**\*\*\*: Best paper nominees**

**Parallel Sessions: 11am-12:30pm**

**Session 2A (5F): Social Networks and Social Computing (II)**

Session Chair: Michael Chau, The University of Hong Kong, Hong Kong

***Are Amazon.com Online Review Helpfulness Ratings Biased or Not?***

Yun Wan & Makoto Nakayama

***Social Structure Based Cues To Deception In Synchronous CMC\*\*\****

Jinie Pak & Lina Zhou

***RESEARCH ON FINANCIAL SUPER-NETWORK MODEL BASED ON VARIATIONAL INEQUALITIES***

Xuan Liu, Jia Li, Zhigao Chen and Pengzhu Zhang

***On the Volatility of Online Ratings: An Empirical Study***

Christopher Leberknight, Soumya Sen and Mung Chiang

**Session 2B (5I): Cloud Computing and Applications**

Session Chair: Xia Zhao, University of North Carolina at Greensboro, USA

***The Impact of Cloud Services on Independent Software Vendors: Should we step into cloud?***

Jih-Hua Jhang-Li and Chih-Yao Lee

***SLA Based Dynamic Provisioning of Cloud Resource in OLTP Systems***

Xiaoqiu Qiu, Markus Hedwig and Dirk Neumann

***Integrating Heterogeneous Prediction Models In the Cloud***

Hung-Chen Chen, Chih-Ping Wei, Yu-Cheng Chen and Ci-Wei Lan

***Optimal Licensing Model: SaaS or On-premises?***

Shengli Li and Hsing Kenneth Cheng

**Session 2C (5J): Collaborative Systems**

Session Chair: Gregory Kersten, Concordia University, Canada

***Human Capital and Information Technology Capital Investments for Firm Innovation: Curvilinear Explanations***

John Dong, Jinyu He and Prasanna Karhade

***Attention-Aware Collaboration Modeling***

Shaokun Fan and J. Leon Zhao

***Human – Software Agent Negotiations: An Experimental Study***

Rustam Vahidov, Gregory Kersten and Raafat Saade

***An approach for multiple attribute group decision making with non-weight information***

Jie Lin and Houxing You

**Parallel Sessions: 2:45-4:15pm**

**Session 3A (5F): Online Virtual Worlds and E-Commerce Websites**

Session Chair: Yun Wan, University of Houston, Victoria, USA

***Comparing the Quality of Customer Service in 3D Virtual Worlds to Web-based Service***

Sulin Ba, Dan Ke, Jan Stallaert and John Zhang

***Carryover Effects of Online Self-Presentation: The Impact of Visibility and Anonymity***

Guido Lang

***The Impact of Query Suggestion in E-Commerce Websites***

Alice Lee and Michael Chau

***Is Localization Advisable for E-Commerce Websites?***

Muller Y.M. Cheung and James Y.L. Thong

**Session 3B (5I): Supply Chain Management**

Session Chair: Hsing Kenneth Cheng, University of Florida, USA

***Hierarchical RFID Tag Ownership & Transfer in Supply Chains***

Wei Zhou, Eun Jung Yoon and Selwyn Piramuthu

***Negotiation and Auction Mechanisms: Two Systems and Two Experiments\*\*\****

Gregory Kersten, Pierpaolo Pontrandolfo, Rustam Vahidov and Dmitri Gimon

***Research on the Hybrid Push/Pull Production System for Mass Customization Production***

Jie Lin, Xing Shi and Yu Wang

***A Fuzzy Logic Multi-Criteria Decision Framework for IT Outsourcing Vendor Selection***

Amir Karami and Zhiling Guo

**Session 3C (5J): Enterprise Web mining, Web analytics, and business intelligence**

Session Chair: Christopher Leberknight, Princeton University, USA

***Supporting Patent Maintenance Decision: A Data Mining Approach***

Chih-Ping Wei, Hung-Chen Chen, Ching-Tun Chang and Yen-Ming Chu

***Neural Network Analysis of Right-Censored Observations for Occurrence Time Prediction***

Young Ryu, Jae Kyeong Kim, Kwang Hyuk Im and Hankuk Hong

***Are Personalized Recommendations the Savior for Online Content Providers?***

Philipp Bodenbenner, Markus Hedwig and Dirk Neumann

***Exploring Multi-Dimension Evaluation Of Books Based On Online Reviews: A Text Mining Approach***

Tianxi Dong, Matti Hämäläinen, Zhangxi Lin and Binjie Luo

**Parallel Sessions: 4:30-5:40pm**

**Session 4A (5F): Organizational Implications of Electronic Markets**

Session Chair: Mu Xia, Santa Clara University, USA

***The Impact of E-Commerce on Organizational Performance: The Role of Absorptive Capacity and Integrative Capabilities***

Qing Hu, Jianzheng Yang and Lifan Yang

***The Interdependent Impact of Online Eyeball and Buzz on Firm Performance***

Xueming Luo and Jie Zhang

***The Investigate Of Online Reviews Of Mobile Games***

Shu-Chun Ho and Yu-Chung Tu

**Session 4B (5I): E-government**

Session Chair: Sidne G. Ward, University of Missouri-Kansas City, USA

***IT Governance : The Key Factor of E-Government Implementation in China***

Tianmei Wang, Baowen Sun and Zhijun Yan

***Banking Event Modeling in Scenario-Oriented Stress Testing***

Daning Hu, J. Leon Zhao and Zhimin Hua

***What to Do When Stakeholders Matter: The Case of Taiwanese E-government***

Christina Ling-Hsing Chang and Chia-Ping Yu

**Session 4C (5J): Mobile Commerce and Technologies**

Session Chair: Xue Yang, Nanjing University, China

***MOBILE APPS SUSTAINABILITY: EVIDENCE FROM APP STORE MARKET***

GUNWOONG LEE AND T. S. RAGHU

***A STUDY OF USERS' INTENTION TO VOLUNTARILY CONTRIBUTE REAL-TIME TRAFFIC INFORMATION THROUGH MOBILE DEVICES***

CHEN ZHU, KAI KWONG WAT, CHAO REN AND STEPHEN SHAOYI LIAO

***The Effects of Application Discoverability on User Benefits in Mobile Application Stores***

Jaeki Song, Junghwan Kim, Donald R. Jones and Miri Kim

NOTES:

- 1) All presentations must be prepared in English with Microsoft PPT;
- 2) Each presentation should not exceed 22 minutes (including 4~5 minutes of Q & As).
- 3) Presenters should arrive at the corresponding session room at least 5 minutes before the session starts to upload the presentation slides in advance.