The Tenth Workshop on E-Business
(Web 2011)

December 4, 2011
Shanghai, China
Workshop Program

December 3, 2011 (Shanghai International Convention Center (SHICC), 5th floor)

1pm – 6pm  Workshop Registration

December 4, 2011 (Shanghai International Convention Center (SHICC), 5th 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 5th floor at 6:15pm.

**Location**: All sessions will be on the 5th floor of SHICC

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

***: Best paper nominees

Parallel Sessions: 9:10-10:40am

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

  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
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?*
Jhih-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

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<td><strong>A Fuzzy Logic Multi-Criteria Decision Framework for IT Outsourcing Vendor Selection</strong></td>
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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

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

- What to Do When Stakeholders Matter: The Case of Taiwanese E-government
  Christina Ling-Hsing Chang and Chia-Ping Yu
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.