

# The Second Taiwan Summer Workshop on Information Management, July 01-03, 2014

College of Management, National Sun Yat-sen University

## Program

### July 01, 2014 (Tuesday)

18:30-	Program Committee Meeting and Reception
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### July 02, 2014 (Wednesday)

09:00-	Registration (Outside Room 4112)		
09:30-09:50	<b>Opening Ceremony</b> Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) (Room 4112)		
09:50-10:35	<b>Keynote Speech I: Financial Incentives and the Norms of Science: Unpacking the Drivers of Organizational Technology Adoption and Abandonment</b> Prof. Ritu Agarwal (University of Maryland, Editor-in-chief of <i>Information Systems Research</i> ) Chair: Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) (Room 4112)		
10:35-11:05	Coffee Break (Outside Room 4112)		
11:05-11:50	<b>Keynote Speech II: Understanding the Internet-enabled Supply Chain Integration: An Organizational Motivation Perspective</b> Prof. Kwok-Kee Wei (City University of Hong Kong, Former President of AIS) Chair: Houn-Gee Chen (National Taiwan University) (Room 4112)		
11:50-13:20	Lunch (Room 4069)		
13:20-14:05	<b>Keynote Speech III: The Struggle to Identify and Measure Causality</b> Prof. James R. Marsden (University of Connecticut, Editor-in-chief of <i>Decision Support Systems</i> ) Chair: Chih-Ping Wei (National Taiwan University) (Room 4112)		
14:10-16:00	<b>Paper Presentation</b>		
	<b>Session 1</b> (Room 4112) Chair: Chao-Min Chiu Advisors: Andrew Chen, Vallabh Sambamurthy, and Kwok-Kee Wei  <b>S1-01</b> Defenders of the Status Quo: Threats to Technological Self-Esteem and the Active Resistance Against Alternative Platforms (by <u>Soumya Ray, Yu-Xuan Huang</u> ) <b>S1-02</b> Intention to Recommend Information in Virtual Community (by <u>Yi-Cheng Hsieh, Ting-Peng Liang, Chia-Yin Lai</u> ) <b>S1-03</b> An Empirical Study on Phenomenon and Influential Factors of the Small World at Facebook (by <u>Jeng-Chung Victor Chen, Bo-Chiuan Su, Tsz-Shiuan Yen</u> )	<b>Session 2</b> (Room 4069) Chair: Minder Chen Advisors: Ritu Agarwal, Houn-Gee Chen, and Suprateek Sarker  <b>S2-01</b> Knowledge Boundary Spanning in Multi-Discipline Collaboration: An E-Learning Case (by <u>Tsai-Hsin Chu</u> ) <b>S2-02</b> Managing Transboundary Risk: Knowledge of Risk as a Knowledge Asset (by <u>Shirley Ou Yang, Kuei Tien Chou, Carol Hsu</u> ) <b>S2-03</b> Enhancing Image Findability through A Dual-Perspective Navigation Framework (by <u>Yi-Ling Lin, Peter Brusilovsky, Daqing He</u> )	<b>Session 3</b> (Room 2037) Chair: Tzu-Tsung Wong Advisors: Hsinchun Chen, Yung-Ming Li, and James R. Marsden  <b>S3-01</b> Pricing Strategy for Theater Seats with Various Quality Levels in the Movie Industry (by <u>Ling-Chieh Kung, Chia-Yin Hsieh</u> ) <b>S3-02</b> Optimal Group Promotion Strategy: The Case of Groupon (by <u>Yu-Chen Yang, Hsing K. Cheng</u> ) <b>S3-03</b> What in Consumer Reviews Affects the Sales of Mobile Apps: The Information Systems Success Perspective (by <u>Ting-Peng Liang, Xin Li, Chin-Tsung Yang, Mengyue Wang</u> )
	Coffee Break (Outside Room 4069)		
16:30-17:30	<b>Panel I: Meet Editors-in-Chief</b> Chair: Hsinchun Chen (University of Arizona) Panelists: Ritu Agarwal (University of Maryland) James R. Marsden (University of Connecticut) Vallabh Sambamurthy (Michigan State University) Suprateek Sarker (University of Virginia) (Room 4112)		
18:00-	Conference Banquet		

**July 03, 2014 (Thursday)**

09:00-	Registration	(Outside Room 4112)
09:10-09:55	<b>Keynote Speech IV: Antecedents and Consequences of Success in Attracting Crowdfunding Investment</b> Prof. Vallabh Sambamurthy (Michigan State University, Former Editor-in-chief of <i>Information Systems Research</i> ) Chair: Eric T.G. Wang (National Central University) (Room 4112)	
09:55-10:40	<b>Keynote Speech V: Health Big Data and Analytics: Overview and Research Directions</b> Prof. Hsinchun Chen (University of Arizona, Editor-in-chief of <i>ACM Transactions on Management Information Systems</i> ) Chair: Kwok-Kee Wei (City University of Hong Kong) (Room 4112)	
10:40-11:00	Coffee Break	(Outside Room 4112)
11:00-12:00	<b>Panel II: Cross-Strait E-commerce Research and Collaboration</b> (Language: Chinese) Chair: Jen-Her Wu (National Sun Yat-sen University) Panelists: Hsiangchu Lai (National Taiwan Normal University) Qi Li (Xi An Jiaotong University) Lifang Peng (Xiamen University) Kwok-Kee Wei (City University of Hong Kong) (Room 4112)	
12:00-13:30	Lunch	(Room 4069)
13:30-15:20	<b>Paper Presentation</b>	
	<b>Session 4</b> (Room 4112) Chair: San-Yih Hwang Advisors: Hsinchun Chen, Roger H.L. Chiang, and James R. Marsden  <b>S4-01</b> Modeling Healthcare Data Using Multiple-Channel Latent Dirichlet Allocation (by <u>Hsin-Min Lu, Chih-Ping Wei</u> ) <b>S4-02</b> How Can We Predict Falls by A More Immediate and Precision Way? A Comparison between Supervised Learning Technology and Fall Risk Assessment Tool (by <u>Chia-Lun Lo, Ya-Han Hu, Chia-En Liu</u> ) <b>S4-03</b> The Use of Reverse Engineering Techniques to Adjust the Function Point for Software Sizing Estimation (by <u>Dow-Ming Yeh, Chieh-Ming Tsai, Raie-Kuan Chang</u> )	<b>Session 5</b> (Room 4069) Chair: Hsiangchu Lai Advisors: Ritu Agarwal and Suprateek Sarker  <b>S5-01</b> Online Consumer Ethnocentrism and International Social Media Marketing (by <u>Andree Emmanuel Widjaja, Jeng-Chung Victor Chen, Timothy McBush Hiele</u> ) <b>S5-02</b> The Effects of Social Influence on the Relationship Quality of Social Media (by <u>Jian-Liang Chen, Shu-Chun Ho, Yi-Yuan Wu</u> ) <b>S5-03</b> Why Are They Willing to Pay? The Differences between SaaS Free Users and Paying Customers (by <u>Pei-Fang Hsu</u> )
15:20-15:40	Coffee Break	(Outside Room 4069)
15:40-16:25	<b>Keynote Speech VI: How 'Sociotechnical' is our IS Research? An Assessment and Possible Ways Forward</b> Prof. Suprateek Sarker (University of Virginia, Editor-in-chief of <i>Journal of the AIS</i> ) Chair: Roger H.L. Chiang (University of Cincinnati) (Room 4112)	
16:30-17:30	<b>Panel III: Research Opportunities on Social Media and Business Innovation</b> Chair: Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) Panelists: Ritu Agarwal (University of Maryland) James R. Marsden (University of Connecticut) Vallabh Sambamurthy (Michigan State University) Eric T.G. Wang (National Central University) Kwok-Kee Wei (City University of Hong Kong) (Room 4112)	
17:30-	Closing Ceremony	(Room 4112)

**Organizers:** Electronic Commerce Research Center, National Sun Yat-sen University  
 Department of Information Management, National Sun Yat-sen University  
**Sponsor:** Ministry of Science and Technology, Taiwan