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

July 02, 2014 (Wednesday)	
09:00-	Registration (Outside Room 4112)
09:30-09:50	**Opening Ceremony** Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) (Room 4112)
09:50-10:35	**Keynote Speech I: Financial Incentives and the Norms of Science: Unpacking the Drivers of Organizational Technology Adoption and Abandonment** Prof. Ritu Agarwal (University of Maryland, Editor-in-chief of *Information Systems Research*) 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	**Keynote Speech II: Understanding the Internet-enabled Supply Chain Integration: An Organizational Motivation Perspective** 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	**Keynote Speech III: The Struggle to Identify and Measure Causality** Prof. James R. Marsden (University of Connecticut, Editor-in-chief of *Decision Support Systems*) Chair: Chih-Ping Wei (National Taiwan University) (Room 4112)

Paper Presentation

Session 1 (Room 4112)	Session 2 (Room 4069)	Session 3 (Room 2037)
Chair: Chao-Min Chiu Advisors: Andrew Chen, Vallabh Sambamurthy, and Kwok-Kee Wei	Chair: Minder Chen Advisors: Ritu Agarwal, Houn-Gee Chen, and Suprateek Sarker	Chair: Tzu-Tsung Wong Advisors: Hsinchun Chen, Yung-Ming Li, and James R. Marsden
S1-01 Defenders of the Status Quo: Threats to Technological Self-Esteem and the Active Resistance Against Alternative Platforms (by Soumya Ray, Yu-Xuan Huang) S1-02 Intention to Recommend Information in Virtual Community (by Yi-Cheng Hsieh, Ting-Peng Liang, Chia-Yin Lai) S1-03 An Empirical Study on Phenomenon and Influential Factors of the Small World at Facebook (by Jeng-Chung Victor Chen, Bo-Chiuan Su, Tsz-Shiuan Yen)	S2-01 Knowledge Boundary Spanning in Multi-Discipline Collaboration: An E-Learning Case (by Tsai-Hsin Chu) S2-02 Managing Transboundary Risk: Knowledge of Risk as a Knowledge Asset (by Shirley Ou Yang, Kuei Tien Chou, Carol Hsu) S2-03 Enhancing Image Findability through A Dual-Perspective Navigation Framework (by Yi-Ling Lin, Peter Brusilovsky, Daqing He)	S3-01 Pricing Strategy for Theater Seats with Various Quality Levels in the Movie Industry (by Ling-Chieh Kung, Chia-Yin Hsieh) S3-02 Optimal Group Promotion Strategy: The Case of Groupon (by Yu-Chen Yang, Hsing K. Cheng) S3-03 What in Consumer Reviews Affects the Sales of Mobile Apps: The Information Systems Success Perspective (by Ting-Peng Liang, Xin Li, Chin-Tsung Yang, Mengyue Wang)

Time for Paper Presentation session: 14:10-16:00

16:00-16:30	Coffee Break (Outside Room 4069)
16:30-17:30	**Panel I: Meet Editors-in-Chief** 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	**Keynote Speech IV: Antecedents and Consequences of Success in Attracting Crowdfunding Investment** Prof. Vallabh Sambamurthy (Michigan State University, Former Editor-in-chief of *Information Systems Research*) Chair: Eric T.G. Wang (National Central University) (Room 4112)	
09:55-10:40	**Keynote Speech V: Health Big Data and Analytics: Overview and Research Directions** Prof. Hsinchun Chen (University of Arizona, Editor-in-chief of *ACM Transactions on Management Information Systems*) Chair: Kwok-Kee Wei (City University of Hong Kong) (Room 4112)	
10:40-11:00	Coffee Break (Outside Room 4112)	
11:00-12:00	**Panel II: Cross-Strait E-commerce Research and Collaboration** (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)	
	Paper Presentation		

	Paper Presentation	
	Session 4 (Room 4112) Chair: San-Yih Hwang Advisors: Hsinchun Chen, Roger H.L. Chiang, and James R. Marsden	**Session 5** (Room 4069) Chair: Hsiangchu Lai Advisors: Ritu Agarwal and Suprateek Sarker	**Session 6** (Room 2037) Chair: Qi Li Advisors: Vallabh Sambamurthy and Eric T.G. Wang
13:30-15:20	S4-01 Modeling Healthcare Data Using Multiple-Channel Latent Dirichlet Allocation (by Hsin-Min Lu, Chih-Ping Wei) S4-02 How Can We Predict Falls by A More Immediate and Precision Way? A Comparison between Supervised Learning Technology and Fall Risk Assessment Tool (by Chia-Lun Lo, Ya-Han Hu, Chia-En Liu) S4-03 The Use of Reverse Engineering Techniques to Adjust the Function Point for Software Sizing Estimation (by Dow-Ming Yeh, Chieh-Ming Tsai, Raie-Kuan Chang)	S5-01 Online Consumer Ethnocentrism and International Social Media Marketing (by Andree Emmanuel Widjaja, Jeng-Chung Victor Chen, Timothy McBush Hiele) S5-02 The Effects of Social Influence on the Relationship Quality of Social Media (by Jian-Liang Chen, Shu-Chun Ho, Yi-Yuan Wu) S5-03 Why Are They Willing to Pay? The Differences between SaaS Free Users and Paying Customers (by Pei-Fang Hsu)	S6-01 Impressing Customers with "Out of Expectation": An Example of Utilitarian App (by Yu Wen Hung, Tze-Wei Fu, Jack S. Hsu) S6-02 Social Capital and Value Creation in Online Group Buying: An Empirical Study in Taiwan (by Ron Chuen Yeh, Yi-Cheng Chen, Jen-Her Wu, Lifang Peng)

15:20-15:40	Coffee Break (Outside Room 4069)	
15:40-16:25	**Keynote Speech VI: How 'Sociotechnical' is our IS Research? An Assessment and Possible Ways Forward** Speaker: Prof. Suprateek Sarker (University of Virginia, Editor-in-chief of *Journal of the AIS*) Chair: Roger H.L. Chiang (University of Cincinnati) (Room 4112)	
16:30-17:30	**Panel III: Research Opportunities on Social Media and Business Innovation** 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