

The Sixteenth Workshop on e-Business (WeB 2017)
Digital transformation: challenges and opportunities

WeB

2017

The Sixteenth Workshop
on e-Business



December 10, 2017 (Sunday)

08:00 – 17:30

Business School, Seoul National University
Seoul, Korea

Conference Organizing Co-Chairs

Michael J. Shaw, University of Illinois at Urbana-Champaign
Byungjoon Yoo, Seoul National University

Program Organizing Co-Chairs

Wooje Cho, University of Seoul
Ming Fan, University of Washington
Han Zhang, Georgia Institute of Technology

Local Organizing Committee Co-Chairs

Young Bong Chang, Sungkyunkwan University
Bo Reum Choi, University of Seoul
Seongmin Jeon, Gachon University
Yoon Hyuk Jung, UNIST
Prasanna Karhade, The University of Hong Kong
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Overview

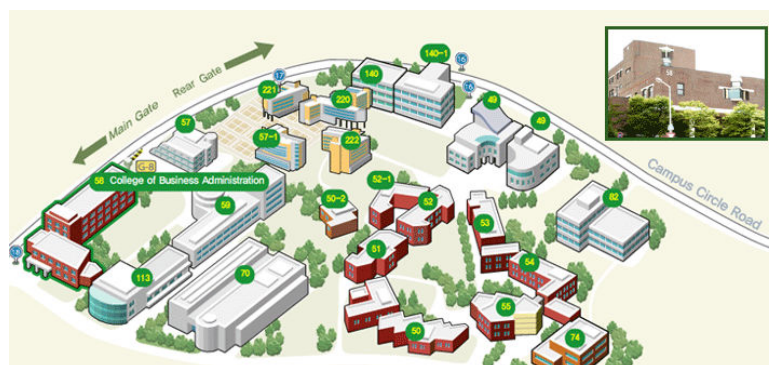
Time	Event
08:00 - 8:30	Registration and Coffee/Sandwich
08:30 - 9:10	Opening and Keynote Speech: Jaehoon Shin (Samsung SDS)
09:10 - 9:50	Keynote Speech: Alok Gupta (University of Minnesota)
09:50 - 10:05	Coffee Break
10:05 - 11:15	Session 1A - 1C
11:15 - 11:30	Session Break
11:30 - 12:40	Session 2A - 2C
12:40 - 13:20	Lunch
13:20 - 14:00	Paper Award Announcement Keynote speech: Jason Thatcher (Clemson University)
14:00 - 14:40	Keynote speech: Seungjin Whang (Stanford University)
14:40 - 14:55	Session Break
14:55 - 16:05	Session 3A - 3C
16:05 - 16:20	Coffee Break
16:20 - 17:30	Session 4A - 4C
17:30 - 17:30	Workshop Closing
17:30 - 18:30	Move to the Restaurant
18:30 - 20:30	Workshop Dinner

WeB Venue

Address: College of Business Administration, Seoul National University, 1 Gwanak-ro, Gwanak-gu, Seoul, Korea, 08826

If you take a taxi from the ICIS venue COEX, it would take 35 ~ 50 minutes depending on traffic (We usually have a less traffic on Sunday), and the fare for taxi service between the conference hotel and WeB venue (business school, SNU Gwanak Campus) is around 15,000 won (~12 USD). By Deluxe Taxi (Mobeom Taxi), which offers kinder service, the approximate fare is 30,000 won (~25 USD).

If you take a subway, it would take around 1 hour. "Samseong" station is very close to the ICIS venue, and you can take the green line (Line 2) and get off on the "Seoul National University" Station (from 219 to 228 in the map at <http://www.korea4expats.com/korean-subways.php>). Near the Exit 3 of the "Seoul National University" Station, you can take bus services, 5511, 5513, 5515, that come inside the SNU campus. SNU campus is very large and you need to get off the bus at the Business Building stop (Building #58). Or you can take a taxi at Exit 3 of the "Seoul National University" subway Station. It would take around 5 min with less than ~5 USD taxi fare.



08:00-8:30	Registration and Coffee/Sandwich Service (Room 119)
08:30	Opening of the Workshop (Room 119)
08:30-09:10	Keynote Speech: IT-based Innovation in Retail Industry Jaehoon Shin, Vice President at Samsung SDS (Room 119)
09:10-09:50	Keynote Speech: Big Data IS Research: A Personal Reflection from the Past and Looking Ahead Prof. Alok Gupta, University of Minnesota (Room 119)
09:50-10:05	Coffee Break
10:05-11:15	<p>Session 1A. Trust and Security (Room 119) Session Chair: Juhee Kwon (KAIST) <i>Yuan Gu and Feng Zhu, Trust and Disintermediation: Evidence from an Online Freelance Marketplace [Best Paper Nominee]</i></p> <p><i>Kai-Lung Hui, Ping Fan Ke and Wei T. Yue, An Empirical Study of the Effect of Government-initiated Filter Schemes on Cybersecurity</i></p> <p><i>Wilson Weixun Li, Alvin Leung and Wei Thoo Yue, The Trilogy of Security: IT Investment, Data Breaches, and Security Vigilance</i></p> <p>Session 1B. Online Review (Room 120) Session Chair: Young Bong Chang (Sungkyunkwan University) <i>Zhuolan Bao, Wenwen Li, Pengzhen Yin and Michael Chau, How Does The Review Tag Function Benefit Highly-Rated Popular Products in Online Markets?</i></p> <p><i>Seung Lee, Not All Consumers Follow Suit: Information Choices and Effect of Reviews</i></p> <p><i>Dan Ke, Ning Yu and Yanbin Tu, Who will Buy More: An Empirical Investigation of Online Repurchase Behavior from the Perspective of Linguistic Features of Online Review</i></p> <p>Session 1C. Enterprise Systems and Culture (Room 331) Session Chair: Zhenjiao Chen (Beijing Institute of Technology) <i>Zhenhua Wu, Zhijie Lin and Yong Tan, A Theory of Information Biases on Healthcare Platforms</i></p> <p><i>Divakaran Liginlal and Noor Alqaedi, Does Cultural Affinity Influence Visual Attention? An Eye Tracking Study of Human Images in E-Commerce Websites</i></p> <p><i>Pei-Fang Hsu and Yu-Chu Shih, Who Is Willing to Pay for SaaS: A Theory-based Prediction</i></p>
11:15-11:30	Session Break

11:30-12:40	<p>Session 2A. Social Media (Room 119) Session Chair: Xitong Li (HEC Paris) <i>Yinan Yu, Liangfei Qiu and Hailiang Chen</i>, The Causal Impact of Social Media Marketing on Box Office Revenues</p> <p><i>Ran Zhang, Daniel Zantedeschi and Shivendu Shivendu</i>, An Interaction Analysis between Social Media and Traditional Platform in the Consumer Purchasing Funnel</p> <p><i>Hamidreza Shahbaznezhad, Rebecca Dolan and Arvind Tripathi</i>, The Power of Facebook and Instagram Fans: An Exploration of Fan Comments and Their Effect on Social Media Content Strategy</p> <p>Session 2B. Competition and User Behavior (Room 120) Session Chair: Bo Reum Choi (University of Seoul) <i>Zhepeng Lu, Yue Jin and Jinghua Huang</i>, Impact of MGC and UGC on consumers' purchase intention: The case of Weibo</p> <p><i>Zhenhua Wu, Zhijie Lin and Yong Tan</i>, Trial and Pricing Strategies of Software Market with Competition and Network Effects</p> <p><i>Hyeonsik Shin, Byungjoon Yoo and Juhong Park</i>, The Effect of Users' Social Interaction Activity on Users' App Usage Frequency and Profitability</p> <p>Session 2C. IT Strategy and Policy (Room 331) Session Chair: Prasanna Karhade (The University of Hong Kong) <i>Yimiao Zhang and Kim Huat Goh</i>, Attracting versus Sustaining Attention in the Information Economy</p> <p><i>Abdulaziz Alghazi, Mengxiang Li, Tingru Cui, Samuel Fosso and Jun Shen</i>, Exploration of the Misalignment between Business and IT Strategic Objectives in Public Sector Organisations An Empirical Study in Saudi Arabia</p> <p><i>Hengqi Tian and Jing Zhao</i>, Antecedents and Consequences of App Update: An Integrated Research Framework</p>
12:40-13:20	Workshop Lunch (1st Fl. Lobby, Building 59)
13:20	Award Announcement (Room 119)
13:20-14:00	Keynote Speech: Mindfulness in the Domains of Information Systems: A Definition and Empirical Illustration Prof. Jason Thatcher, Clemson University (Room 119)
14:00-14:40	Keynote Speech: Digitization and Profitability Prof. Seungjin Whang, Stanford University (Room 119)
14:40-14:55	Session Break

14:55-16:05

Session 3A. Online Community (Room 119)

Session Chair: Seongmin Jeon (Gachon University)

Panpan Wang, Jifeng Luo and Zhiyan Wu, Homophily Effect of Doctor Behavior over Time in Online Healthcare Community: Empirical Evidence from China

Bidyut Hazarika, Mohammadreza Mousavizadeh and Alan Rea, The Increased Importance of Psychological Contract Violation and the Effectiveness of Institutional Structures in Minimizing Concerns of Online Gamblers

Priyanga Gunarathne, Huaxia Rui and Avi Seidmann, Racial Discrimination in Social Media Customer Service: Evidence from Twitter **[Best Paper Nominee]**

Session 3B. Mobile, Security, and Privacy (Room 120)

Session Chair: Hsing K. Cheng (University of Florida)

Hanbyul Choi and Yoonhyuk Jung, Influence of privacy fatigue on users' responses on privacy threats **[Best Paper Nominee]**

Chungsang Lam and Meng Liu, Just Taxis with An App? the Economic Value of Ride-sharing Platforms **[Best Paper Nominee]**

Dan Geng and Rob Kauffman, Bitcoin's Global Penetration as a Spatiotemporal Effect of Security Events on a Fintech Innovation

Session 3C. Online Business and Emerging Issues (Room 331) – short paper session

Session Chair: Kyootai Lee (Sogang University)

Wenwen Li and Michael Chau, The Predictive Power of Online User Engagement on Product Sales

Tianyou Hu and Arvind Tripathi, Is There a Free Lunch? Examining the Value of Free Content on Equity Review Platforms

Youngju Park and Vijayan Sugumaran, Critical Success Factors Impacting the Selection of IaaS Cloud Computing Service: A South Korean Perspective

Chenglong Li, Hongxiu Li and Reima Suomi, Knowledge sharing behavior in a virtual community for smoking cessation: A social support perspective **[Best Paper Nominee]**

16:05-16:20

coffee Break

16:20-17:30

Session 4A. Privacy (Room 119) – short paper session

Session Chair: Yazan Alnsour (University of Illinois, Springfield)

Shin-Yuan Hung, Kuo-Jung Shen and Tsan-Ching Kang, Factors Influencing Employees' Attitude towards Personal Information Privacy

Jaehwan Lee, Byungjoon Yoo and Juhong Park, An empirical analysis of mobile casual game service switching behavior

Xiang Hui, Maryam Saeedi, Giancarlo Spagnolo and Steve Tadelis, The Design of Certification Mechanisms on Digital Platforms: An Empirical Study

Yazan Alnsour, Hasan Kartal, Yifeng Zhang and Bidyut Hazarika, Exploring the Effect of Perceived Security and Privacy on the Ratings of Health Applications

Chia-Yin Lai, Kai-Lung Hui and Ting-Peng Liang, Information Privacy Paradox: A Neural Science Study

Session 4B. Social Media and Behavior (Room 120) – s.p.s.

Session Chair: Kai Wang (National University of Kaohsiung)

Xiaodan Liu, Qingfei Min and Zilong Liu, Understanding the Antecedents of Lurking Intention on Social Media: A Role Perspective

Kai Wang, Jeffrey C. F. Tai and Hsin-Lu Chang, Influences of Place Attachment and Social Media Affordances on Online Brand Community Continuance

Xiao Fang Cai and Patrick Chau, Understanding Shared Leadership in Seller Community: The Role of Prototypicality and Uncertainty from Social Identity Perspective

Moon Kyoung Jang, Byungjoon Yoo and Rumi Lee, What Do You Need to Buy? Investigating Factors Influencing Intention to Purchase in Freemium Mobile Games

Hamidreza Shahbaznezhad and Arvind Tripathi, Studying the Effective Factors of User Engagement on Social Media Fan Pages

Session 4C. Crowdfunding, Markets, and Analytics (Room 331) – short paper session

Session Chair: Bin Zhu (Oregon State University)

Kai Sun, Bin Zhu and Meiyun Zuo, Different Behaviors between Website Searchers and Competitor Searchers

Adrija Majumdar and Indranil Bose, Demystifying the Factors that Impact the Success of Charitable Crowdfunding Postings

Yunhui Zhuang and Alvin Leung, On Decentralizing Clearing and Settlement Process for Prediction Markets and Automatic Order Book Matching: No Front-Running

Reginald Silver, Chandra Subramaniam, Antonis Stylianou and Matt Campbell, Patient Portal Usage: A Study of its Antecedents and Patient Outcomes

Moutaz Khouja, Vinay Vasudev and Chandrasekar Subramaniam, A Comparative Analysis of Marketing Promotions Using Data Analytics

17:30

Workshop Closing

17:30-18:30

Move to Workshop Dinner Place (Shuttle Bus)

Workshop Dinner

Chillyang restaurant (B2 fl. Shingyoung Building, 68-5 Cheongdam-dong, Gangnam-gu, Seoul, Tel: 02-516-7095)

We have a workshop dinner at Chillyang restaurant (B2 fl. Shingyoung Building, 68-5 Cheongdam-dong, Gangnam-gu, Seoul, Tel: 02-516-7095). There will be a shuttle bus from the WeB venue to the WeB dinner place at 17:30. In case you come to the restaurant by yourself, you can use the local map below. If you take a taxi, show the map which includes address of the restaurant in Korean to a taxi driver. If you take a subway, it is a 10 minute walking distance from Exit 13 of Cheongdam Station (Line 7) to the restaurant.

