

# The Fourteenth Wuhan International Conference on E-Business (WHICEB2015)

## 第十四届武汉电子商务国际会议



**Lakeview Garden Hotel**

**湖滨花园酒店**

**Wuhan, China**  
**中国 武汉**

**June 19- June 21, 2015**  
**2015年6月19日-6月21日**

**Part I. Conference Program**

**Part II. Panel and Presentation Schedule**

## Conference Overview 日程总览

### Registration 注册签到

**June 18, 2015** 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

**June 19, 2015** 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

**June 20, 2015** 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

### Friday-June 19th, 2015, Graduate Students' Workshop in IS and E-business 信息系统与电子商务博士生论坛

| Time/Room                | Panel/Presentation                                       | Room  |
|--------------------------|--|---|
| 6/19/2015<br>08:30-12:00 | Faculty Presentations<br>学术演讲                            | China University of Geosciences,<br>East Campus, Bajiao Building<br>中国地质大学东区,<br>八角楼会议厅 |
| 6/19/2015<br>13:30-16:45 | Students Presentations and Faculty Comments<br>论文宣读与专家点评 |   |

### Saturday-June 20th, 2015, Main Conference Day 1

| Time/Room                | Panel/Presentation  | Room   |
|--------------------------|---|--|
| 6/20/2015<br>09:00-12:00 | 1-Opening 开幕式<br>2-Best Paper Announcement 宣布最佳论文<br>3-Keynote Address 主题报告       | Third floor, Guanhu building,<br>Lake View Garden Hotel<br>湖滨花园酒店 观湖楼 3楼                     |
| 6/20/2015<br>13:30-17:50 | <i>Electronic Markets</i> Special Issue Workshop<br>Electronic Markets 专刊研讨会      | Room1, Third floor, Fuman<br>Building, Lake View Garden Hotel<br>湖滨花园酒店 福满楼 3楼<br>第1会议室      |
|                          | Special Address and Concurrent Sessions for<br>Paper Presentation<br>特邀报告和分会场宣读论文 | Room 2—4, Third floor, Fuman<br>Building, Lake View Garden Hotel<br>湖滨花园酒店 福满楼 3楼<br>第2-4会议室 |

### Sunday-June 21th, 2015, Main Conference Day 2

| Time/Room                | Panel/ Presentation   | Room  |
|--------------------------|---|---|
| 6/21/2015<br>08:30-10:00 | China Association for Information Systems<br>(CNAIS)Session<br>信息系统协会中国分会专题研讨会    | Room1, Third floor, Fuman<br>Building, Lake View Garden Hotel<br>湖滨花园酒店 福满楼 3楼<br>第1会议室     |
| 6/21/2015<br>10:15-12:00 | IT Service Session<br>IT 服务专题研讨会  |   |
| 6/21/2015<br>13:30-17:50 | Special Address and Concurrent Sessions for<br>Paper Presentation<br>特邀报告和分会场宣读论文 | Room1-2, Third floor, Fuman<br>Building, Lake View Garden Hotel<br>湖滨花园酒店 福满楼 3楼<br>第1-2会议室 |
| 6/21/2015<br>15:40-17:50 | Guidance for Recommended Papers to<br>Sponsored Journals<br>会议录取的推荐期刊论文辅导专题会      | Room2, Third floor, Fuman<br>Building, Lake View Garden Hotel<br>湖滨花园酒店 福满楼 3楼<br>第2会议室     |

# The Fourteenth Wuhan International Conference on E-Business(WHICEB2015)

June 19th- June 21th, 2015  
Lake View Garden Hotel , Wuhan, China

## Part I. Conference Program

### Registration 注册签到

June 18, 2015

🕒 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 19, 2015

🕒 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 20, 2015

🕒 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

### Friday-June 19, 2015

#### Graduate Students' Workshop in IS and E-business

信息系统与电子商务博士生论坛

Venue: China University of Geosciences, East Campus, Bajiao Building

中国地质大学东区, 八角楼会议厅

Chair- *Weiguo Fan*, Professor, Virginia Polytechnic Institute and State University, USA

🕒 8:30-8:50 **O**pening comments – **Weiguo Fan**, Professor, Virginia Polytechnic Institute and State University, USA

🕒 8:50-9:40 **F**aculty Presentations I

– *Title*: Computational Intelligence in Marketing Research

**Yunkun Bao** 鲍玉昆, Professor, Huazhong University of Science and Technology, China

🕒 9:40-10:00 **B**reak

🕒 10:00-10:50 **F**aculty Presentations II

– *Title*: 大数据背景下 outlier 数据分析问题与研究方法探索

**Huosong Xia** 夏火松, Professor, Wuhan Textile University, China

🕒 10:50-11:40 **F**aculty Presentations III

- **Title:** Overview of Social Media Analytics: An Example of Mining Product Defects for Quality Management

**Weiguo Fan**, Professor, Virginia Polytechnic Institute and State University, USA

🕒 12:00-13:15 **Lunch**

🕒 13:15-15:15 **Students Presentations and Faculty Comments**

- **Title:** Co-citation and Co-word Analysis to Identify Core and Emerging Knowledge of Mobile Commerce Research in China

**Xianrong Duan, Pengwei Zhao, Wei Liu, and Chunxiu Qin**, School of Economics and Management, Xidian University, China

- **Title:** The personalization-privacy paradox on the adoption of IT-enabled personalization: The role of individual's privacy and emotion dispositions

**Qi Chen, Yuqiang Feng and Luning Liu**, School of Management, Harbin Institute of Technology, China

- **Title:** Impacts of Espoused National Cultural Values on Green Awareness and Innovation Plan in IT Firms: An Empirical Study in China

**Zhe Chi, and Rong Du**, School of Economics and Management, Xidian University, China

🕒 15:15-15:30 **Break**

🕒 15:30-16:45 **Panel Discussion –Analytics in the Big Data Era**

**Chair:** Professor Weiguo Fan

**Panelists:** Professor Yukun Bao and Huosong Xia

## Main Conference -Day 1 (Saturday-June 20, 2015)

**Venue:** Lake View Garden Hotel (湖滨花园酒店)

🕒 09:00-9:30 **Opening 开幕式 (Third floor ,Guanhu building, 观湖楼 3楼)**

Chair- **Jing Zhao 赵晶**, Co-Chair, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences(CUG)

致词:

Welcome – **Jinhua Cheng 成金华**, Deputy Secretary of Party Committee, China University of Geosciences

Welcome – **Bernard C.Y. Tan**, the 15th President of the Association for Information Systems(AIS), Professor of National University of Singapore, Singapore

Welcome – **Juergen Seitz**, Co-Chair, Baden-Württemberg Cooperative State University, Heidenheim, Germany

Welcome – *Liang Yan* 严良, Dean of School of Economics and Management of CUG

🕒 09:30-09:50 **Group photo taking** 合影

🕒 09:50-10:00 **Best paper announcement** 宣布最佳论文  
(Third floor ,Guanhu building, 观湖楼 3 楼)

Chair- *Juergen Seitz*, Co-Chair, Baden-Württemberg Cooperative State University,  
Heidenheim, Germany

🕒 10:00-12:00 **Keynote Address** 主题报告 (Third floor ,Guanhu building, 观湖楼 3 楼)

Chair- *Doug Vogel*, Professor, Harbin Institute of Technology, China

– **Title:** E-Business Research in the Era of Big Data and Social Media

*Yong Tan*, Neal and Jan Dempsey Professor of Information Systems at the Michael G.  
Foster School of Business, University of Washington, USA, & Chang Jiang  
Scholar Chair Visiting Professor at the School of Economics and Management,  
Tsinghua University

– **Title:** Browsing versus Purchasing: Hierarchical Pattern Analysis of Clickstream Data

*Bernard C.Y. Tan*, Professor, Vice Provost at the National University of Singapore (NUS),  
Shaw Professor of Information Systems at NUS,.

🕒 12:00-13:30 **Lunch** 午餐

🕒 13:30-17:50 **Electronic Markets Special Issue Workshop**  
(Room1, Third floor, Fuman Building)

**Electronic Markets** 期刊专刊研讨会(福满楼 3 楼 1 会议室)

**Theme of Workshop: Special Issue on Service Oriented E-business Development**

Chair- *Doug Vogel*, Professor, Harbin Institute of Technology, China

**Guest Editors and Invited Professors:**

*Doug Vogel*, Professor, Harbin Institute of Technology, China

*Yong Tan*, Professor, University of Washington, USA

*Bernard C.Y. Tan*, Professor, National University of Singapore, Singapore

*Jing Zhao*, Professor, China University of Geosciences, China

*Jianqing Chen*, Associate Professor, University of Texas at Dallas, USA

*Zhen Zhu*, Associate Professor, China University of Geosciences, China

| Time        | Title  | Presenter  | Comments                |
|-------------|--|--|-------------------------|
| 13:30-13:50 | Introduction of Special Issue on Service Oriented E-business Development   | <i>Doug Vogel</i><br>Harbin Institute of<br>Technology | —                       |
| 13:50-15:20 | The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment | <i>Christopher Furner</i><br>East Carolina             | <i>Bernard C.Y. Tan</i> |

|                    |  |  |                         |
|--------------------|--|--|-------------------------|
|                    |  | University, U.S.A  |                         |
|                    | The Influence of Relationships on Inter-Organizational Information Systems Usage and Supply Chain Performance                    | <b>Xiang Wan</b><br>Renmin University of China                                 | <b>Doug Vogel</b>       |
|                    | Research of the Impact of Firm's Network on the Growth of B2B2C E-commerce Firm  | <b>Ting Shao</b><br>Xiamen University, China                                   | <b>Doug Vogel</b>       |
|                    | Relationship between design elements and performance in online innovation contests: Contest sequence is moderator?               | <b>Liwei Wang</b><br>Jiangsu University of Science and Technology, China       | <b>Yong Tan</b>         |
|                    | How does online reputation influence the sales: an empirical study of mobile phone market  | <b>Jiayin Qi</b><br>Beijing University of Posts and Telecommunications, China  | <b>Yong Tan</b>         |
| <b>15:20-15:40</b> | Coffee Break   |  |                         |
| <b>15:40-17:50</b> | Cocreate Model: A Service-Dominant Logic Model for Online Complaint Handling   | <b>Siyu Luo</b><br>Huazhong University of Science and Technology, China        | <b>Bernard C.Y. Tan</b> |
|                    | Is Co-creation service recovery really effective : Based on the perspective of initiation  | <b>Ruihuan Su</b><br>Zhongnan University of Economics and Law Economics, China | <b>Yong Tan</b>         |
|                    | Effecting of Customer Satisfaction on Social Business Behavior: under the Moderating Role of Economic Incentive and Social value | <b>Gaoshan Wang</b><br>Shandong University of Finance and Economics, China     | <b>Bernard C.Y. Tan</b> |
|                    | An exploratory investigation on user motivations for following enterprise micro-blogging   | <b>Zhongyun Zhou</b><br>Tongji University, China                               | <b>Doug Vogel</b>       |
|                    | Search Engine Marketing in E-mail Industry: Analyzing the Keyword Strategy   | <b>Geng Zhang</b><br>Xiamen University, China                                  | <b>Jianqing Chen</b>    |
|                    | Research on Revenue Share Contract under BOPS Mode   | <b>Yongmei Liu</b><br>Central South University, China                          | <b>Jianqing Chen</b>    |
|                    | The personalization-privacy paradox on the adoption of IT-enabled personalization: From a service value perspective              | <b>Qi Chen</b><br>Harbin Institute of Technology, China                        | <b>Bernard C.Y. Tan</b> |

- 🕒 13:30-15:20 **Special Address and Concurrent Sessions for Paper Presentation**  
(Room2—Room4, Third floor, Fuman Building)  
特邀报告与分会场宣读论文（福满楼 3 楼 2-4 会议室）
- 🕒 15:20-15:40 **Coffee Break** 休息
- 🕒 15:40-17:50 **Special Address and Concurrent Sessions for Paper Presentation**

(Room2—Room4, Third floor, Fuman Building)  
特邀报告与分会场宣读论文 (福满楼 3 楼 2-4 会议室)

- 🕒 18:10 **Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)**  
步行至艳阳天酒店(湖滨花园酒店西侧)
- 🕒 18:30-19:30 **Reception 欢迎宴会**

## Main Conference -Day 2 (Sunday-June 21, 2015)

**Venue: Lake View Garden Hotel (湖滨花园酒店)**

- 🕒 08:30-10:00 **China Association for Information Systems (CNAIS) Session**  
信息系统协会中国分会专题研讨会  
(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)  
**Theme of Session:** The Frontier of Electronic Business Research: Capability, Coordination, and Applications  
**Chair-** *Shan Wang*, Associate Professor, School of Business, Renmin University of China  
**Speakers:**
  - **Title:** Designing Cost-Effective Telecamps for Developing Countries  
*Xixi Li*, Assistant Professor, School of Economics and Management, Tsinghua University, China
  - **Title:** Small and Medium Sized Manufacturer Performance on Third Party B2B Electronic Marketplaces: the Role of Enabling and IT Capabilities  
*Shan Wang*, Associate Professor, School of Business, Renmin University of China,
  - **Title:** Optimal Coordination in Distributed Software Development  
*Hao Xia*, Associate Professor, School of Management, Harbin Institute of Technology, China
- 🕒 10:00-10:15 **Coffee Break 休息**
- 🕒 10:15-12:00 **IT service session IT 服务专题研讨会**  
(Room1, Third floor, Fuman Building, 福满楼 3 楼第 1 会议室)

**Theme of Session: Economics of IT services**

**Chair:** *Dan Ma*, Singapore Management University

### **Part A: Introduction of PhD/Post-Doc Application**

- **Title:** Seven Lessons before You Become An Assistant Professor  
*Xixi Li*, Assistant Professor, School of Economics and Management, Tsinghua University, China



*Dan Ma*, Assistant Professor, School of Information Systems, Singapore Management University, Singapore

*Xitong Guo*, Professor, School of Management, Harbin Institute of Technology, China

**Part B: Research Presentation**

- **Title:** Competition between Perpetual Software and Software as a Service  
*Dan Ma*, Assistant Professor, School of Information Systems, Singapore Management University, Singapore
- **Title:** Exploring the influence of the online physician service delivery process on patient satisfaction  
*Xitong Guo*, Professor, School of Management, Harbin Institute of Technology, China

🕒 12:00-13:30 **Lunch** 午餐

🕒 13:30-15:20 **Special Address and Concurrent Sessions for Paper Presentation**  
(Room1—Room2, Third floor, Fuman Building)  
特邀报告与分会场宣读论文 (福满楼 3 楼 1-2 会议室)

🕒 15:20-15:40 **Coffee Break** 休息

🕒 15:40-17:50 **Special Address and Concurrent Sessions for Paper Presentation**  
(Room1, Third floor, Fuman Building)  
特邀报告与分会场宣读论文 (福满楼 3 楼第 1 会议室)

🕒 15:40-17:50 **Guidance for Recommended Papers to Sponsored Journals**  
会议录取的推荐期刊论文辅导专题会  
(Room2, Third floor, Fuman Building, 福满楼 3 楼第 2 会议室)

**Chair:** *Wilfred V Huang*, Professor, Alfred University, U.S.A.

**Speakers:**

- **Title:** Topics and trends in publication in Electronic Commerce  
*J. Christopher Westland*, Professor, University of Illinois at Chicago, USA

**Faculty Participants:**

*J. Christopher Westland*, Professor, University of Illinois at Chicago, USA

*Wilfred V Huang*, Professor, Alfred University, U.S.A.

*Juergen Seitz*, Professor, Baden-Württemberg Cooperative State University ,  
Heidenheim, Germany

*Zhen Zhu*, Associate Professor, China University of Geosciences

**Author Participants:** Authors of recommended papers in WHICEB 2015

**Description:** This is a session for the authors of recommended papers in WHICEB 2015



meeting with several editorial board members. The editorial board members will discuss the paper with each participant, giving each a feedback on constructive ideas and plans to enhance their papers for publication.

- 🕒 **18:10 Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel )**  
步行至艳阳天酒店(湖滨花园酒店西侧)
- 🕒 **18:30-19:30 Dinner Closing Address 闭幕致词**  
*Paul Tu*, SCHULICH School of Engineering, University of Calgary, Canada

## Part II Panel and Presentation Schedule

### Panel Schedule

#### Presentation Session Topics

| Time                     | Room1                                 | Room2  | Room3                               | Room4  |
|--------------------------|---------------------------------------|--|-------------------------------------|--|
| 6/20/2015<br>13:30-15:20 | —                                     | Digital Service and<br>Integration             | Platform Strategy<br>and Innovation | Emerging IT<br>Applications                  |
| 6/20/2015<br>15:40-17:50 | —                                     | Electronic<br>Commerce and<br>Market Mechanism | Social Network                      | IS Strategy and<br>Organizational<br>Impacts |
| 6/21/2015<br>13:30-15:20 | Digital Business<br>Model             | Social Media and<br>Mobile Service             | —                                   | —  |
| 6/21/2015<br>15:40-17:50 | Knowledge<br>Discovery in<br>Business | —  | —                                   | —  |

Rooms 1-4, Third floor, Fuman Building (福满楼 3楼, 第 1-4 会议室)

**Presentation Session Co-Chairs 会场主席**

| <b>Time</b>              | <b>Room1</b>  | <b>Room2</b>   | <b>Room3</b>   | <b>Room4</b>  |
|--------------------------|---|--|--|---|
| 6/20/2015<br>13:30-15:20 | —   | <b>1-Wilfred V Huang</b><br>Alfred University,<br>U.S.A<br><b>2-Hao Lou</b><br>Ohio University,<br>U.S.A                             | <b>Xinlin Tang</b><br>Florida State<br>University, U.S.A   | <b>Xixi Li</b><br>Tsinghua University<br>China  |
| 6/20/2015<br>15:40-17:50 | —   | <b>1-Bob Carasik</b><br>Wells Fargo Bank,<br>U.S.A<br><b>2-Shan Wang</b><br>Renmin University of<br>China                            | <b>1-Dan Ma,</b><br>Singapore<br>Management<br>University, Singapore<br><b>2-Jianping Peng</b><br>Sun Yat-sen<br>University, China | <b>Juergen Seitz</b><br>Baden-Württemberg<br>Cooperative State<br>University, Germany |
| 6/21/2015<br>13:30-15:20 | <b>1-Yong Pan</b><br>Henan University of<br>Economics and Law,<br>China<br><b>2-Paul Tu</b><br>University of<br>Calgary, Canada         | <b>1-Xitong Guo</b><br>Harbin Institute of<br>Technology, China<br><b>2-Jianqing Chen</b><br>University of Texas at<br>Dallas, U.S.A | —  | —   |
| 6/21/2015<br>15:40-17:50 | <b>1- Christopher<br/>Furner</b><br>East Carolina<br>University, U.S.A<br><b>2- Hao Xia</b><br>Harbin Institute of<br>Technology, China | —  | —  | —   |

**Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)**

## Special Addresses

### 分会场特邀报告

**Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)**

| Time                     | Presenter  | Title   | Room  |
|--------------------------|--|---|-------|
| 6/20/2015<br>13:30-14:00 | <b><i>Hao Lou</i></b><br>Professor,<br>Ohio University, U.S.A                                  | <b>Herding Behavior in Online Microloan Markets: Evidence from China</b>  | Room2 |
|                          | <b><i>Xinlin Tang</i></b><br>Associate Professor,<br>Florida State University,<br>U.S.A        | <b>The Effect of Integration Capabilities with Channel Distributors on Agility Performance in Emerging Markets</b>  | Room3 |
| 6/20/2015<br>15:40-16:10 | <b><i>Shan Wang</i></b><br>Associate Professor,<br>Renmin University of<br>China               | <b>How do IT Competence, Organizational Agility and Entrepreneurial Actions Coevolve: The Case of Entrepreneurial Etailers on Ecommerce Platforms</b>           | Room2 |
|                          | <b><i>Christopher Furner</i></b><br>Assistant Professor<br>East Carolina University,<br>U.S.A  | <b>The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment</b> | Room3 |
| 6/21/2015<br>13:30-14:00 | <b><i>Paul Tu</i></b><br>Professor,<br>University of Calgary,<br>Canada                        | <b>Study and Prospects: Adaptive Planning and Control of Supply Chain in One-of-a-kind Production</b>   | Room1 |
| 6/21/2015<br>15:40-16:10 | <b><i>Jianqing Chen</i></b><br>Associate Professor,<br>University of Texas at<br>Dallas, U.S.A | <b>User-Generated Content and Competing Firms' Product Design</b>   | Room1 |

## Paper Presentations

**June 20- ROOM 3 Third floor, Fuman Building**

**福满楼三楼，第2会议室**

**Theme: Digital Service and Integration**

**Co-Chairs:** Wilfred V Huang, Alfred University, U.S.A

Hao Lou, Ohio University, U.S.A

| Time  | Paper Title   | Presenter         | Paper ID               |
|-------|---|-------------------|------------------------|
| 13:30 | <b>Herding Behavior in Online Microloan Markets: Evidence from China</b>  | <i>Hao Lou</i>    | <b>Special Address</b> |
| 14:00 | Study on Core Values of Smart Tourism and Empirical Research Based on Tourist Perception  | <i>Jianuo Liu</i> | <b>51</b>              |
| 14:20 | How Service Guarantee Induces Customer Opportunistic Behavior in Online Environment —The Moderating Role of Customers' Personal Characteristics and Reference Group's Relationship Strength | <i>QianLi</i>     | <b>72</b>              |
| 14:40 | The Role of Integrative Leadership in the Transformation Process of Public Services Delivery: From the Perspective of IS Strategy Triangle Theory   | <i>Jingrui Ju</i> | <b>96</b>              |
| 15:00 | Research on Quality Evaluation of Group Buying Websites based on DEA and Fuzzy Comprehensive Evaluation   | <i>Yanqing Wu</i> | <b>83</b>              |
| 15:20 | Coffee Break  |                   |                        |

**Theme: Electronic Commerce and Market Mechanism**

**Co-Chairs:** Bob Carasik, Wells Fargo Bank, U.S.A

Shan Wang, Renmin University of China

| Time  | Paper Title   | Presenter            | Paper ID               |
|-------|---|----------------------|------------------------|
| 15:40 | <b>How do IT Competence, Organizational Agility and Entrepreneurial Actions Coevolve: The Case of Entrepreneurial Etailers on Ecommerce Platforms</b>             | <i>Shan Wang</i>     | <b>Special Address</b> |
| 16:10 | Research of the Impact of Firm's Network on the Growth of B2B2C E-commerce Firm   | <i>Ting Shao</i>     | <b>141</b>             |
| 16:30 | <b>* Best Paper Nomination</b><br>Strategic IT Investment of B2B E-commerce Platform Considering the Variable Investment Cost                                     | <i>Qiaosheng Shi</i> | <b>145</b>             |
| 16:50 | How to Counteract Negative Effect of Adverse Selection in Chinese E-Commerce Market? Comparative Analysis on Credit Scoring System and Guarantee System of TAOBAO | <i>Yong Pan</i>      | <b>98</b>              |
| 17:10 | A Consumption Characteristics Model of the Customer in Incomplete Information Situation in E-commerce   | <i>Zhijie Chen</i>   | <b>147</b>             |
| 17:30 | Reputation and pricing strategies in online market  | <i>Min Xu</i>        | <b>173</b>             |

## June 20- ROOM 2 Third floor, Fuman Building

福满楼三楼，第3会议室

**Theme: Platform Strategy and Innovation**

**Co-Chair:** Xinlin Tang, Florida State University, U.S.A

| Time  | Paper Title  | Presenter          | Paper ID               |
|-------|--|--------------------|------------------------|
| 13:30 | <b>The Effect of Integration Capabilities with Channel Distributors on Agility Performance in Emerging Markets</b>                                 | <i>Xinlin Tang</i> | <b>Special Address</b> |
| 14:00 | The Research on the Advertisement Managerial Mechanisms of Search Ads Platform: Comparison between Business Search and Community Search Ads        | <i>Hui Yan</i>     | <b>84</b>              |
| 14:20 | Customer Awareness of Internet Banking Security in China   | <i>Ruilin Zhu</i>  | <b>171</b>             |
| 14:40 | Research on the Challenges and Business Model Innovation of Online Travel Booking in the New Normal Economy —Based on the Creating Customer Theory | <i>Wei Zuo</i>     | <b>107</b>             |
| 15:00 | Relationship between Design Elements and Performance in Online Innovation Contests: Contest Sequence is Moderator?                                 | <i>Liwei Wang</i>  | <b>50</b>              |
| 15:20 | Coffee Break   |                    |                        |

**Theme: Social Network**

**Co-Chairs:** Dan Ma, Singapore Management University, Singapore

Jianping Peng, Sun Yat-sen University, China

| Time  | Paper Title  | Presenter                 | Paper ID               |
|-------|--|---------------------------|------------------------|
| 15:40 | <b>The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment: A Research Proposal</b> | <i>Christopher Furner</i> | <b>Special Address</b> |
| 16:10 | Effects of Social Ties and Interdependence on Social Network Game Player Behavior  | <i>Lin Qiu</i>            | <b>87</b>              |
| 16:30 | User Adoption of Location Sharing Services on Social Networking Platforms: an experimental study   | <i>Xuemei Zhang</i>       | <b>105</b>             |
| 16:50 | Containment of Rumors under Limit Cost Budget in Social Network  | <i>Caoyang Chun</i>       | <b>108</b>             |
| 17:10 | Correlation between marketing channel and relationship marketing of online social network  | <i>Jiangao Deng</i>       | <b>86</b>              |
| 17:30 | B2C E-commerce Logistic Channel Selection in China   | <i>Jiashi Liu</i>         | <b>168</b>             |

## June 20- ROOM 3 Third floor, Fuman Building

福满楼三楼，第4会议室

**Theme: Emerging IT Applications**

**Co-Chairs:** Xixi Li, Tsinghua University, China

| Time  | Paper Title   | Presenter                    | Paper ID |
|-------|---|------------------------------|----------|
| 13:30 | Long-term Data Security Challenges Using Cloud Storage Services   | <i>Juergen Seitz</i>         | 144      |
| 13:50 | Research on Key Success Factors Model for Innovation Application of Internet of Things with Grounded Theory | <i>Jiangping Wan</i>         | 109      |
| 14:10 | Exploring Users' Adoption of MOOCs from the Perspective of the Institutional theory                         | <i>Yuhao Yang</i>            | 137      |
| 14:30 | Study on E- Business Platform of electric enterprise group based on the perspective of system Synergy       | <i>Shirong Liu</i>           | 165      |
| 14:50 | Use of Digital Opportunitites by Italian Hospitality SMEs   | <i>Maria Antonella Ferri</i> | 129      |
| 15:20 | Coffee Break  |                              |          |

**Theme: IS Strategy and Organizational Impacts**

**Co-Chairs:** Juergen Seitz, Baden-Württemberg Cooperative State University, Germany

| Time  | Paper Title  | Presenter            | Paper ID |
|-------|--|----------------------|----------|
| 15:40 | The Gender Differences in the Effect of Two-sidedness E-WOM Presentation Order on Product Attitude   | <i>Jie Gong</i>      | 74       |
| 16:00 | <b>* Best Paper Nomination</b><br>The Influence of Relationships on Inter-Organizational Information Systems Usage and Supply Chain Performance                      | <i>Xiang Wan</i>     | 122      |
| 16:20 | IOT-enabled Quality Management Process Innovation and Analytics in China's Dairy Industry: A Data Flow Modeling Perspective  | <i>Qi Chen</i>       | 142      |
| 16:40 | Research on Incubation Performance Influence Factors of China Information Technology Business Incubators with Grounded Theory  | <i>Jiangping Wan</i> | 101      |
| 17:00 | Balancing Exploitation and Exploration for Strategic Flexibility in IT-enabled Business Model Transformation of Traditional Enterprises: An Ambidextrous Perspective | <i>Qi Chen</i>       | 143      |
| 17:20 | Research on the Formation Mechanism of Multichannel Retailer Loyalty Based on Experience Spillover and Channel Reciprocity   | <i>Liuyan Xu</i>     | 123      |
| 17:40 | Swarm Intelligence Optimization Algorithms and Their Applications  | <i>Yanqing Wu</i>    | 170      |



## June 21- ROOM 3 Third floor, Fuman Building

福满楼三楼，第 1 会议室

**Theme: Digital Business Model**

**Co-Chairs:** Yong Pan, Henan University of Economics and Law, China

Paul Tu, University of Calgary, Canada

| Time  | Paper Title   | Presenter        | Paper ID               |
|-------|---|------------------|------------------------|
| 13:30 | <b>Study and Prospects: Adaptive Planning and Control of Supply Chain in One-of-a-kind Production</b>   | <i>Paul Tu</i>   | <b>Special Address</b> |
| 14:00 | E-Commerce Oriented Human-Computer Negotiation Strategy Model   | <i>Mukun Cao</i> | <b>93</b>              |
| 14:20 | Value Co-creation based Service Recovery for Online Complaint: Model Design and Simulation Analysis   | <i>Siyu Luo</i>  | <b>52</b>              |
| 14:40 | An Empirical Study On The Factors Affecting The Effectiveness Of Internal Control Of listed Corporation -Based On The Perspective Of Corporate Governance | <i>Li Gao</i>    | <b>58</b>              |
| 15:00 | Research on Knowledge Organization Process Based on Knowledge Unit  | <i>Xukan Xu</i>  | <b>166</b>             |
| 15:20 | Coffee Break  |                  |                        |

**Theme: Knowledge Discovery in Business**

**Co-Chairs:** Christopher Furner, East Carolina University, U.S.A

Hao Xia, Harbin Institute of Technology, China

| Time  | Paper Title   | Presenter             | Paper ID   |
|-------|---|-----------------------|------------|
| 15:40 | Trust and Knowledge Sharing in Virtual Teams: the Case of China                                       | <i>Michael Zhang</i>  | <b>160</b> |
| 16:00 | Analysis on the Effects of Promoting Employment From the Unemployment Insurance System in China       | <i>Hongping Zheng</i> | <b>95</b>  |
| 16:20 | Network Structure and Creativity of Employees under HR Multi-model Form                               | <i>Taiye Luo</i>      | <b>90</b>  |
| 16:40 | The Role of Social Capital and Shared Mental Model in Virtual R&D Teams                               | <i>Chunjie Xiang</i>  | <b>121</b> |
| 17:00 | An IT Professional Talents Training Model in Colleges Based on Animal Cell Structure                  | <i>Ruijun Zhang</i>   | <b>36</b>  |
| 17:20 | Collaborative Filtering Recommendation Method Based on User Classification                            | <i>Ting Zhu</i>       | <b>62</b>  |
| 17:40 | An Improved K-means Algorithm and Its Application for Assessment of Culture Industry Listed Companies | <i>Haibo Sun</i>      | <b>169</b> |

**June 21- ROOM 3 Third floor, Fuman Building**

**福满楼三楼，第2会议室**

**Theme: Social Media and Mobile Service**

**Co-Chairs:** Xitong Guo, Harbin Institute of Technology, China

Jianqing Chen, University of Texas at Dallas, U.S.A

| <b>Time</b>  | <b>Paper Title</b>  | <b>Presenter</b>         | <b>Paper ID</b>        |
|--------------|---|--------------------------|------------------------|
| <b>13:30</b> | <b>User-Generated Content and Competing Firms' Product Design</b>   | <i>Jianqing Chen</i>     | <b>Special Address</b> |
| 14:00        | A Pilot Exploration On Consumers' Attitudes Towards Mobile Advertising In Sri Lanka                       | <i>Vilasini Se Silva</i> | <b>126</b>             |
| 14:20        | <b>* Best Paper Nomination</b><br>An Empirical Study on Continuance Using Intention of Mobile Social Apps | <i>Hong Hong</i>         | <b>49</b>              |
| 14:40        | Users' Continuance Intention of Mobile Check-In service   | <i>Wen Shen</i>          | <b>38</b>              |
| 15:00        | Based on Linear Regression Model to Analyze the Trend of Predicted Replies                                | <i>Shumeng Liao</i>      | <b>61</b>              |
| 15:40        | Coffee Break  |                          |                        |

# China University of Geosciences, East Campus, Bajiao Building

## Venue of Graduate Students' Workshop in IS and E-business



## Lakeview Garden Hotel

### Venue of Main Conference

