The 17th Wuhan International Conference on E-Business (WHICEB2018)
An AIS Affiliated Conference

第十七届武汉电子商务国际会议
信息系统协会（AIS）附属会议

The New Beacon New Times Intl. Hotel
纽宾凯新时代国际酒店
Wuhan, China
中国 武汉
May 25- 27, 2018
2018 年 5 月 25 日-5 月 27 日

Part I. Conference Program
Part II. Details of Panel and Presentation Schedule

Wifi Account
User name: NBK-meeting
Password: 12344321

Wechat of WHICEB
## Schedule at a Glance 日程总览

### Registration & Check in 会议注册和签到

**May 25, 2018 14:00-19:00** The 1st Floor, Lobby of the New Beacon New Times Intl. Hotel

**5/25/2018**

May 25, 2018 14:00-19:00 The 1st Floor, Lobby of the New Beacon New Times Intl. Hotel

**May 26, 2018 07:30-18:00** The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel

### May 25th, 2018: Graduate Students’ Workshop and Platform Research Symposium 博士论坛与平台研究研讨会

**Venue:** China University of Geosciences, Conference Center at East Campus

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Meeting Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/25/2018</td>
<td>Graduate Students’ Workshop in IS and E-business//信息系统与电子商务博士生论坛</td>
<td>Dongyuan Room</td>
</tr>
<tr>
<td></td>
<td></td>
<td>东苑会议室</td>
</tr>
<tr>
<td></td>
<td>2018 China Platform Strategy Research Symposium//2018年平台战略研究研讨会</td>
<td>4# Room</td>
</tr>
<tr>
<td></td>
<td></td>
<td>四号会议室</td>
</tr>
</tbody>
</table>

### May 26th, 2018: The First Day of Conference 会议第一天

**Venue:** The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/26/2018</td>
<td>1-Opening //开幕式</td>
<td>New Times Hall</td>
</tr>
<tr>
<td></td>
<td>2-Best Paper Announcement //宣布最佳论文</td>
<td>新时代厅</td>
</tr>
<tr>
<td></td>
<td>3-Keynote Address //主题报告</td>
<td></td>
</tr>
<tr>
<td>5/26/2018</td>
<td>Information Economics Seminar//信息经济专题研讨会</td>
<td>International Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>国际厅</td>
</tr>
<tr>
<td></td>
<td>Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文</td>
<td>Triumph &amp; Excellence Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>凯旋厅和卓越厅</td>
</tr>
</tbody>
</table>

### May 27th, 2018: The Second Day of Conference 会议第二天

**Venue:** The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/27/2018</td>
<td>China Association for Information Systems (CNAIS) Seminar //CNAIS专题研讨会</td>
<td>International Hall</td>
</tr>
<tr>
<td></td>
<td>Electronic Commerce Research Special issue workshop//Electronic Commerce Research 专刊工作坊</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宜读论文</td>
<td>Excellence Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>卓越厅</td>
</tr>
<tr>
<td>5/27/2018</td>
<td>Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宜读论文</td>
<td>Triumph Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>凯旋厅</td>
</tr>
<tr>
<td>5/27/2018</td>
<td>Workshop of Recommended Papers to Sponsored International Journals //国际期刊推荐辅导工作坊</td>
<td>International Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>国际厅</td>
</tr>
</tbody>
</table>
The 17th Wuhan International Conference on E-Business (WHICEB2018)


Part I. Conference Program

Registration & Check in 会议注册和签到
May 25, 2018
○ 14:00-19:00  The 1st Floor, Lobby of the New Beacon New Times Intl. Hotel
纽宾凯新时代国际酒店，一楼大堂

May 26, 2018
○ 07:30-18:00  The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel
纽宾凯新时代国际酒店，商务中心楼 8 楼

May 25th, 2018: Graduate Students’ Workshop and Platform Research Symposium
博士论坛与平台研究研讨会
Venue: China University of Geosciences, Conference Center at East Campus
中国地质大学（武汉），东区会议中心

1. Graduate Students’ Workshop in IS and E-business (Dongyuan Room)
信息系统与电子商务博士生论坛（东苑会议室）
Chair- Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA

○ 08:30-08:50  Opening Comments
  Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA

○ 08:50-09:10  Faculty Presentation I
  – Title: About Design and Design Science
    Kanliang Wang 王刊良，Professor, Renmin University of China

○ 09:10-09:40  Faculty Presentation II
  – Title: How To Make A Theoretical Contribution
    Yongqiang Sun 孙永强, Professor, Wuhan University, China

○ 09:40-10:00  Break

○ 10:00-10:30  Faculty Presentation III
  – Title: The Five Disciplines for Doctoral Students in China: Lessons Learned from My Personal Experience
    Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China

○ 10:30-11:00  Faculty Presentation IV
- **Title:** How to Grow the Research: An Example of Computational Intelligence Based Predictive Analysis  
  **Yukun Bao** 鲍玉昆, Professor, Huazhong University of Science and Technology, China

- **11:00-12:00** Q&A
- **12:00-13:30** Lunch
- **13:30-16:30** Panel Discussions
  
  **Chair:** Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA
  
  **Panelists:**
  
  - Kanliang Wang 王刊良, Professor, Renmin University of China
  - Xiangbin Yan 闫相斌, Professor, University of Science & Technology Beijing, China
  - Rong Du 杜荣, Professor, Xidian University, China
  - Yongqiang Sun 孙永强, Professor, Wuhan University, China
  - Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China
  - Yukun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology, China

- **16:45** Taking bus to Conference hotel

欢迎加入博士论坛群（群号 320043560），参与互动

---

2. **2018 China Platform Strategy Research Symposium (4# Meeting Room)**

**2018 年平台战略研究研讨会（迎宾楼 4 号会议室）**

**Chair:** Xiaoling Li 李小玲, Professor, Chongqing University, China

  **Peijian Song** 宋培建, Associate Professor, Nanjing University, China

- **8:30-8:40** Opening comments
  
  - Xiaoling Li 李小玲, Professor, Chongqing University, China
  - Peijian Song 宋培建, Associate Professor, Nanjing University, China

- **8:40-9:20** Title: Prosocial Compliance in P2P Lending: A Natural Field Experiment  
  **Lingfang Li** 李玲芳, Associate Professor, Fudan University, China

- **9:20-10:00** Title: Design Modular Software Platforms: Implications of Application Program Interfaces for Innovation and Imitation in Third-Party Application Development  
  **Peijian Song** 宋培建, Associate Professor, Nanjing University, China

- **10:00-10:40** Title: Intelligent Job-Talent Recommendation on E-Recruitment Platform  
  **Qiang Wei** 卫强, Associate Professor, Tsinghua University, China

- **10:40-11:20** Title: Incentives for Information Transparency under Vertical Information Asymmetry  
  **He Huang** 黄河, Professor, Chongqing University, China

- **11:20-12:00** Title: Digital Platform Adoption and Inter-organizational Relationships: Implications for Firm Strategies in an Online to Offline Platform Environment  
  **Xing Wan** 万兴, Associate Professor, Nanjing University of Finance & Economics, China

- **12:00-13:30** Lunch

- **13:30-14:10** Title: Understanding the Impact of Multi-Dimensional Ratings on Online Review
Platforms

Xingyao Ren 任星耀, Associate Professor, Nankai University, China

14:10-14:50  Title: Platform Governance and Products Supply Abundance in Travel E-commerce Platform

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

14:50-15:30  Title: An Investigation into Drivers of Network Effects on Two-Sided E-Commerce Platforms: A Dynamic Information Asymmetry Perspective

Xiaoling Li 李小玲, Professor, Chongqing University, China

15:30-16:30  Group Discussion

16:45  Taking Bus to Conference Hotel
May 26th, 2018: The First Day of Conference

Venue: The 8th Floor, Business Center of the New Beacon New Times Intl. Hotel
会议室地点：纽宾凯新时代国际酒店，商务中心楼 8 楼

09:00-9:20 Opening 开幕式致辞 (New Times Hall, 新时代厅)
Chair: Jing Zhao 赵晶, Co-Chair, Professor, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences, Wuhan
Welcome – Jinhua Cheng 成金华, Deputy Secretary of Party Committee, China University of Geosciences, Wuhan
Welcome – Doug Vogel, Co-Chair, Professor, The President of the Association of Information Systems (AIS) for 2012-2013, AIS Fellow, Harbin Institute of Technology, China
Welcome – Kanliang Wang 王刊良, Professor, Vice President of CNAIS, Renmin University of China

09:20-09:45 Group Photo Taking on the First Floor & Coffee Break 合影和茶歇

09:45-10:00 Best Paper Announcement 宣布最佳论文 (New Times Hall, 新时代厅)
Chair: Yiliu Tu, Publicity chair of WHICEB2018, Professor, University of Calgary, Canada

10:00-12:00 Keynote Address 主题报告 (New Times Hall, 新时代厅)
Chair: Doug Vogel, Co-Chair of WHICEB2018, Professor, Harbin Institute of Technology, China
- Title: Platform Shift: How Network Business Models are Changing the Shape of Industry
  Marshall Van Alstyne, Everett W. Lord Distinguished Faculty Scholar, Professor, Chair of Information Systems, Boston University
- Title: Information Asymmetry in Global Platforms: Evidence from the Online Labor Market
  Bin Gu, W. P. Carey Information Systems Associate Dean/Professor, Arizona State University

12:00-13:30 Lunch 午餐 Dining Hall, The 2nd Floor of Room building 客房楼二楼餐厅

13:30-17:50 Information Economics Seminar (International Hall) – Chinese seminar
信息经济专题研讨会（国际厅）-中文会场

主题：互联网经济与创新
主席：龚强，中南财经政法大学文澜学院教授

报告人:
- 发言题目：信息可得性与交易模式的变化——以共享经济为例
  黄浩，中国社会科学院财经战略研究院副研究员
- 发言题目：互联网企业的信息与信用职能——以互联网金融平台为例
  龚强，中南财经政法大学文澜学院教授
- 发言题目：私有信息经济体中的效率与动机
  孙祥，武汉大学经济与管理学院副教授

13:30-15:40 Special Address and Concurrent Sessions for Paper Presentation
(Triumph & Excellence Hall)
特邀报告与分会场宣读论文（凯旋厅和卓越厅）
May 27th, 2018: The Second Day of Conference

08:30-12:00 Electronic Commerce Research special issue workshop (Excellence Hall)

**ECR 专刊工作坊 (卓越厅)**

**Theme:** Cross-border e-Commerce Initiatives under China’s Belt and Road Initiative

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

**Guest Editors:** Rong Du 杜荣, Professor, Xidian University, China

Jian Mou 卜健, Assistant Professor, Xidian University, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-08:50</td>
<td>Editor-In-Chief's Introduction to the Special Issue</td>
<td>J. Christopher Westland, University of Illinois at Chicago, USA</td>
</tr>
<tr>
<td>08:50-10:30</td>
<td>The Influencing Factors Model of Cross-Border E-commerce Development: A Theoretical Analysis</td>
<td>Jue Zhang, Guilin University of Technology, China</td>
</tr>
<tr>
<td></td>
<td>An Exploration of Cross-border E-commerce Consumer Feedbacks: An LDA Approach</td>
<td>Jian Mou, Xidian University, China</td>
</tr>
<tr>
<td></td>
<td>Understanding IS Success Model and Valence Framework in Sellers’ Acceptance of Cross-border E-commerce</td>
<td>Yi Cui, Xidian University, China</td>
</tr>
<tr>
<td>10:30-10:45</td>
<td>* Best Paper Nomination New Weather Indices for China: Tool of Risk Control of International Supply Chain</td>
<td>Jiarui Li, Shaanxi Normal University, China</td>
</tr>
<tr>
<td>10:45-12:00</td>
<td>Research on The Optimization Strategy of Cross-border B2B Supply Chain with Service Cost Information Sharing</td>
<td>Jun Ma, Calgary University, Canada</td>
</tr>
<tr>
<td></td>
<td>Policy Recommendations for Promoting the Development of Cross-Border E-Commerce between China and Central Asia</td>
<td>Tingting Xiao, Xidian University, China</td>
</tr>
</tbody>
</table>

08:30-12:00 China Association for Information Systems (CNAIS) seminar (International Hall)

**信息系统协会中国分会专题研讨会 (国际厅)**

**Theme:** Frontier of E-Business Research in the Big Data Era
Chair: **Xue Yang** 杨雪, Associate professor, School of Business, Nanjing University, China

Speakers:
- **Title:** When will Online Free Product Trials Contribute to Product Sales? The Impacts of Trial Periods  
  **Xue Yang** 杨雪, Associate professor, School of Business, Nanjing University, China
- **Title:** Recent Progress in Platform Ecosystems  
  **Peijian Song** 宋培建, Associate Professor, Nanjing University, China
- **Title:** Free Product Sampling and Rating Bias  
  **Zhijie Lin** 林志杰, Associate professor, School of Business, Nanjing University, China

**08:30-10:20** Special Address and Concurrent Sessions for Paper Presentation (Triumph Hall)  
特邀报告与分会场宣读论文（凯旋厅）

**10:20-10:40** Coffee Break 茶歇

**10:40-12:10** Special Address and Concurrent Sessions for Paper Presentation (Triumph Hall)  
特邀报告与分会场宣读论文（凯旋厅）

**12:10-13:30** Lunch 午餐  
Dining Hall, The 2nd Floor of Room building 客房楼二楼餐厅

**13:30-15:40** Special Address and Concurrent Sessions for Paper Presentation  
(International, Triumph & Excellence Hall)  
特邀报告与分会场宣读论文（国际厅、凯旋厅和卓越厅）

**15:40-16:00** Coffee Break 茶歇

**16:00-17:50** Workshop of Recommended Papers to International Journals (International Hall)  
国际期刊推荐辅导工作坊（国际厅）

Chair: **Zhen Zhu** 朱镇, Associate Professor, China University of Geosciences, China

Speakers:
- **Title:** Machine Learning Applications in Business and Economics  
  **J. Christopher Westland**, Professor, University of Illinois at Chicago, USA
- **Title:** The Introduction of International Journal of Internet and Enterprise Management and Special Issue on “Internet and Enterprise Management in the Sharing Economy”  
  **Xiao-Liang Shen**, Professor, Wuhan University, China

Faculty Participants:
- **Zhen Zhu** 朱镇, Associate Professor, China University of Geosciences, China
- **Maomao Chi** 池毛毛, Assistant Professor, Central China Normal University, China

Author Participants: Authors of recommended papers in WHICEB 2018

**16:00-17:50** Special Address and Concurrent Sessions for Paper Presentation  
(Triumph & Excellence Hall)  
特邀报告与分会场宣读论文（凯旋厅和卓越厅）

**18:10-19:00** Dinner  
Dining Hall, The 2nd Floor of Room building 客房楼二楼餐厅  
欢迎晚宴（客房楼二楼餐厅）
## Part II Panel and Presentation Schedule

### Panel Schedule

#### Presentation Session Topics and Chairs 宣读论文会场主题与分会场主席

<table>
<thead>
<tr>
<th>Time</th>
<th>International Hall 国际厅</th>
<th>Triumph Hall 凯旋厅</th>
<th>Excellence Hall 卓越厅</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/26/2018 16:00-17:50</td>
<td>Changing Consumers in the Digital World</td>
<td>Guoxin Li</td>
<td>Social Media in the Workplace</td>
</tr>
<tr>
<td>5/27/2018 08:30-10:20</td>
<td>Crowdsourcing and Online Behavior</td>
<td>Yuxiang (Chris) Zhao</td>
<td></td>
</tr>
<tr>
<td>5/27/2018 10:40-12:10</td>
<td>Enterprise social media</td>
<td>Yi Wang</td>
<td></td>
</tr>
<tr>
<td>5/27/2018 13:30-15:40</td>
<td>Big Data and Business Analytics</td>
<td>Huosong Xia</td>
<td>Emerging Issues in E-Business</td>
</tr>
<tr>
<td>5/27/2018 16:00-17:50</td>
<td>Virtual Teams in Information Technology Project Management</td>
<td></td>
<td>E-business strategy with data driven</td>
</tr>
<tr>
<td>Time</td>
<td>Presenter</td>
<td>Title</td>
<td>Hall</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
</tbody>
</table>
| 5/26/2018 13:30-14:00 | **Jiang Wu**  
Wuhan University, China  | Data Driven Online Health Community Research                       | Triumph Hall      |
| 5/26/2018 16:00-16:30 | **Alexander Warlow**  
Fellow, Institute of Direct and Digital Marketing, UK | Current Developments and Innovations in E-Business and E-Marketing | Excellence Hall   |
| 5/27/2018 08:30-09:00 | **Weiguo Fan**  
Virginia Polytechnic Institute and State University, USA | Effects of User-provided Photos on Hotel Review Helpfulness: An Analytical Approach with Deep Learning | Triumph Hall      |
| 5/27/2018 10:40-11:10 | **Hefu Liu**  
University of Science and Technology of China | Effects of ESM Usage on Job Performance through Task Structure: The Moderating Role of Team Diversity | Excellence Hall   |
| 5/27/2018 13:30-14:00 | **Liang Chen**  
West Texas A&M University, USA | Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation | Triumph Hall      |
| 5/27/2018 16:00-16:30 | **Yi Wang**  
Southwestern University of Finance and Economics, China | The Heterogeneity and Complementarity of Enterprise Social Media | Triumph Hall      |
| 5/27/2018 13:30-14:00 | **Xiao-Liang Shen**  
Wuhan University, China  | Information Systems Intermittent Discontinuance: Conceptualization and Empirical Investigation | Triumph Hall      |
| 5/27/2018 16:00-16:30 | **Xiaoling Li**  
Chongqing University, China  | Keyword Advertising Leveraged by Product Information and Keyword Portfolio | Excellence Hall   |
| 5/27/2018 13:30-14:00 | **Xiaobo Xu**  
The American University of Sharjah, United Arab Emirates | Industry 4.0: A Literature Review | Triumph Hall      |
| 5/27/2018 13:30-14:00 | **Ping Wang**  
University of Turku, Finland | Understanding Continuance Intention to Use Travel Review Websites | Excellence Hall   |
# Paper Presentations

**May 26- Triumph Hall, the 8th floor, Business Center Building**

纽宾凯新时代国际酒店，商务中心 8 楼 凯旋厅

**Theme:** Social Network and Commerce  
**Chair:** Ling Zhao, Huazhong University of Science and Technology, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td><strong>Data Driven Online Health Community Research</strong></td>
<td>Jiang Wu</td>
<td>Special Address</td>
</tr>
<tr>
<td>14:00</td>
<td>Network Structure Mining and Evolution Analysis - Based on BA Scale-Free Network Model</td>
<td>Ting He</td>
<td>38</td>
</tr>
<tr>
<td>14:20</td>
<td>Exploring Users’ Intention to Use QQ's Various Functions based on Social Cognitive Theory</td>
<td>Xun Wang</td>
<td>50</td>
</tr>
<tr>
<td>14:40</td>
<td>A Bibliometric Review of Research Trends in Social CRM</td>
<td>Leqi Xie</td>
<td>60</td>
</tr>
<tr>
<td>15:00</td>
<td><strong>Best Paper Nomination</strong> What Factors Will Determine Users’ Payment Decision in Online Q&amp;A? An Empirical Research Based on Trust Theory</td>
<td>Yang Zhao</td>
<td>32</td>
</tr>
<tr>
<td>15:20</td>
<td>Self-disclosure in Social Network Sites: An Integration of Stimulus-Organism-Response Paradigm and Privacy Calculus Model</td>
<td>Jiaqi Pang</td>
<td>104</td>
</tr>
<tr>
<td>15:40</td>
<td><strong>Coffee Break</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Theme:** Changing Consumers in the Digital World  
**Chair:** Guoxin Li, Harbin Institute of Technology, China  
**Jiaoju Ge,** Harbin Institute of Technology (Shenzhen), China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td><strong>Effects of User-provided Photos on Hotel Review Helpfulness: An Analytical Approach with Deep Learning</strong></td>
<td>Weiguo Fan</td>
<td>Special Address</td>
</tr>
<tr>
<td>16:30</td>
<td>A Study on Consumers' Learning Effect in the Price Reduction Auction: A Case Study of GongTianXia</td>
<td>Pengfei Xie</td>
<td>57</td>
</tr>
<tr>
<td>16:50</td>
<td>Measurement on Short-term Effect and Purchase Conversion Mechanism of Online Advertising</td>
<td>Weiwei Liao</td>
<td>85</td>
</tr>
<tr>
<td>17:10</td>
<td>How do Patients with Chronic Diseases Make Usage Decisions Regarding Mobile Health Monitoring Services?</td>
<td>Fanbo Meng</td>
<td>87</td>
</tr>
<tr>
<td>17:30</td>
<td>A Text Mining Based Approach for Mining Customer Attribute Data on Undefined Quality Problem</td>
<td>Yiqiong Wu</td>
<td>18</td>
</tr>
</tbody>
</table>
Theme: e-Service & e-Customer experience in 21st century China
Chairs: Edward Kasabov, University of Huddersfield, UK

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td>Current Developments and Innovations in E-Business and E-Marketing</td>
<td>Alexander Warlow</td>
<td>Special Address</td>
</tr>
<tr>
<td>14:00</td>
<td>A Research about Consumer’s Usage Intention to Green Finance Products: Taking the Alipay’s Ant forest as the Example</td>
<td>Mi Jun</td>
<td>88</td>
</tr>
<tr>
<td>14:20</td>
<td>Can the Adjustment of Consumer Finance Credit Line Cause Impulse Purchase? An Analysis from the Perspective of E-commerce Promotion</td>
<td>Yushan Yusufjiang</td>
<td>99</td>
</tr>
<tr>
<td>14:40</td>
<td>The Differences of Online Review Textual Content: A Cross-Cultural Empirical Study</td>
<td>Li Li</td>
<td>16</td>
</tr>
<tr>
<td>15:00</td>
<td>e-Control of Online Customers: When Companies Make Customers Compliant</td>
<td>Edward Kasabov</td>
<td>33</td>
</tr>
<tr>
<td>15:20</td>
<td>Dual-Channel Supply Chain Network Equilibrium Model with Consumer-Driven</td>
<td>Jun Ma</td>
<td>98</td>
</tr>
<tr>
<td>15:40</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Theme: Social media in the workplace
Chair: Hefu Liu, University of Science and Technology of China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td>Effects of ESM Usage on Job Performance through Task Structure: The Moderating Role of Team Diversity</td>
<td>Hefu Liu</td>
<td>Special Address</td>
</tr>
<tr>
<td>16:30</td>
<td>Inhibitors of Continuance Intention to Use Mobile Social Networking Sites: The Effects of Stress and Regret</td>
<td>Chunmei Gan</td>
<td>69</td>
</tr>
<tr>
<td>16:50</td>
<td>Network Structure and Employee Creativity in a Heterogeneous Team</td>
<td>Jing Quan</td>
<td>25</td>
</tr>
<tr>
<td>17:10</td>
<td>A Net Loan Monitoring Platform for University Students Based on Visual Micro-blog</td>
<td>Caiyan Lin</td>
<td>46</td>
</tr>
<tr>
<td>17:30</td>
<td>Product Information Diffusion in a Social Network and Marketing Implications: A Case Study of Huawei Mobile Phone</td>
<td>Zhang Ling</td>
<td>84</td>
</tr>
</tbody>
</table>
May 27- International Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼  国际厅

Theme: Big Data and Business Analytics

Chairs: Huosong Xia, Wuhan Textile University, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td>A Hybrid Model to Analyze Air Pollution Spread Scales in Xi’an and Surrounding Cities</td>
<td>Ting Wang</td>
<td>19</td>
</tr>
<tr>
<td>13:50</td>
<td>Fine-grained Aspect Extraction for Online Reviews of E-commerce Products Based on Semi-supervised Learning</td>
<td>Yitai Yang</td>
<td>43</td>
</tr>
<tr>
<td>14:10</td>
<td>Research on Zipf's Law of Hot Events in Search Engines</td>
<td>Yingfan Xu</td>
<td>67</td>
</tr>
<tr>
<td>14:30</td>
<td>Quality Prediction of Answers in Community of Question and Answers of Zhihu</td>
<td>Ming Li</td>
<td>115</td>
</tr>
<tr>
<td>14:50</td>
<td>The Relationship Between Investor Sentiment and Stock Market Volatility: Based on the VAR Model</td>
<td>Hao Guo</td>
<td>65</td>
</tr>
<tr>
<td>15:10</td>
<td>The Evaluation of E-commerce Efficiency in China using DEA-Tobit model: evidence from Taobao data</td>
<td>Peng Guo</td>
<td>131</td>
</tr>
<tr>
<td>15:40</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
May 27- Triumph Hall, the 8th floor, Business Center Building
纽宾凯新时代国际酒店，商务中心 8 楼 凯旋厅

Theme: Crowdsourcing and Online Behavior

Chairs: Yuxiang (Chris) Zhao, Nanjing University of Science & Technology, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation</td>
<td>Liang Chen</td>
<td>Special Address</td>
</tr>
<tr>
<td>9:00</td>
<td>Signaling Peer Trust in Accommodation-sharing Services: Effects of Similarity and Reviews on Listing Sales</td>
<td>Mengmeng Jin</td>
<td>117</td>
</tr>
<tr>
<td>9:20</td>
<td>Gender Differences in Selective Attention and Shopping Intention in the Case of Taobao Live-show: An Eye-Tracking Study</td>
<td>Mengqi Fei</td>
<td>107</td>
</tr>
<tr>
<td>9:40</td>
<td>Consumer Coupon Redemption Behavior Prediction on B2C E-commerce</td>
<td>Wenmin Qi</td>
<td>82</td>
</tr>
<tr>
<td>10:00</td>
<td>The Motivation of Capital-giving in Crowdfunding Market: A Self-determination Theory Perspective</td>
<td>Xiang Yuan</td>
<td>116</td>
</tr>
<tr>
<td>10:20</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Theme: Enterprise social media

Chair: Yi Wang, Southwestern University of Finance and Economics, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:40</td>
<td>The Heterogeneity and Complementarity of Enterprise Social Media</td>
<td>Yi Wang</td>
<td>Special Address</td>
</tr>
<tr>
<td>11:10</td>
<td>The Analyzing on the Connotation, Properties and Research Trend of Enterprise Social Media</td>
<td>Wang Yu</td>
<td>53</td>
</tr>
<tr>
<td>11:30</td>
<td>Exploring Users’ Interactive Behaviors in Online Group: A Case Study of QQ Group ‘TuanRenTang’</td>
<td>Lei Zhu</td>
<td>114</td>
</tr>
<tr>
<td>11:50</td>
<td>Convert Traffic to Purchase: the Impact of Social Network Information on Trust and Purchase Intention in Social Commerce</td>
<td>Yanli Pei</td>
<td>110</td>
</tr>
</tbody>
</table>
### Theme: Emerging Issues in E-Business

**Chair:** Xiao-Liang Shen, Wuhan University, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td>Information Systems Intermittent Discontinuance: Conceptualization and Empirical Investigation</td>
<td>Xiao-Liang Shen</td>
<td>Special Address</td>
</tr>
<tr>
<td>14:00</td>
<td>An Analysis on the Development Model of China’s County-level E-commerce</td>
<td>Kegui Liao</td>
<td>13</td>
</tr>
<tr>
<td>14:20</td>
<td>Online-to-offline (O2O) Platforms, Proprietary Platforms and Firm Performance</td>
<td>Feng Xue</td>
<td>52</td>
</tr>
<tr>
<td>14:40</td>
<td>Research on the Influencing Factors of the Willingness to Pay for Knowledge Consumers in the Knowledge Payment Platform</td>
<td>Jun Feng</td>
<td>62</td>
</tr>
<tr>
<td>15:00</td>
<td>Understanding WeChat User’s Intention to Use Various Functions: from Social Cognitive Perspective</td>
<td>Shenhao Zhou</td>
<td>23</td>
</tr>
<tr>
<td>15:40</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Theme: Behavior Virtual Teams in Information Technology Project Management

**Chairs:** Xiaobo Xu, The American University of Sharjah, United Arab Emirates

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td>Industry 4.0: A Literature Review</td>
<td>Xiaobo (Bob) Xu</td>
<td>Special Address</td>
</tr>
<tr>
<td>16:30</td>
<td>Research on Influence Factors of Information Technology Enterprise's Operating Performance</td>
<td>Jiwenn Huang</td>
<td>27</td>
</tr>
<tr>
<td>16:50</td>
<td>An Analysis with Evolutionary Game of the Resource Sharing in Supply Chain Under Cloud Platform</td>
<td>Xingjian Zhou</td>
<td>79</td>
</tr>
<tr>
<td>17:10</td>
<td>The Analysis on Multimodal Transport Mode of Cross-border E-commerce with 'the Belt and Road Strategy based on Personalized Recommendation</td>
<td>Yanling Fan</td>
<td>95</td>
</tr>
<tr>
<td>17:30</td>
<td>Scheduling Limited Resources in Engineering Projects.</td>
<td>Jun Ma</td>
<td>97</td>
</tr>
</tbody>
</table>
May 27- Excellence Hall, the 8th floor, Business Center Building

Theme: E-business strategy with data driven

Chairs: Xiaoling Li, Professor, Chongqing University, China

Xingyao Ren, Associate Professor, Nankai University, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:30</td>
<td><strong>Keyword Advertising Leveraged by Product Information and</strong></td>
<td>Xiaoling Li</td>
<td>Special Address</td>
</tr>
<tr>
<td></td>
<td><strong>Keyword Portfolio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:00</td>
<td>The Evaluation on Home Improvement Website’s Efficiency Based on SBM-DEA</td>
<td>Jiawen Huang</td>
<td>24</td>
</tr>
<tr>
<td>14:20</td>
<td>Seller Channel Choice and Optimal Pricing on Heterogeneous Platforms under Online Price Comparison System</td>
<td>Qingfang Sang</td>
<td>49</td>
</tr>
<tr>
<td>14:40</td>
<td>Research on Spillover Effect of Paid Search Advertising Channels</td>
<td>Chaofan Yang</td>
<td>77</td>
</tr>
<tr>
<td>15:00</td>
<td><strong>Best Paper Nomination</strong></td>
<td>Yingnan Zhao</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>Quantifying the Effect of Mobile Channel Visits on Firm Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:20</td>
<td>A Research on the Influential Factors of Listing Sales Based on Online Information in Short Rental Markets</td>
<td>Shuang Tao</td>
<td>81</td>
</tr>
<tr>
<td>15:40</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Theme: User behavior and personalized service

Chair: Weijun Wang, Central China Normal University, China

Chunmei Gan, Sun Yat-sen University, China

<table>
<thead>
<tr>
<th>Time</th>
<th>Paper Title</th>
<th>Presenter</th>
<th>Paper ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td><strong>Understanding Continuance Intention to Use Travel Review Websites</strong></td>
<td>Ping Wang</td>
<td>Special Address</td>
</tr>
<tr>
<td>16:30</td>
<td>Privacy as a Commodity Is Not the Case: Privacy Calculus Model for Connected Cars</td>
<td>Jian Mou</td>
<td>36</td>
</tr>
<tr>
<td>16:50</td>
<td>Considering correlation retarded growth for personalized recommendation in social tagging</td>
<td>Ling Ding</td>
<td>56</td>
</tr>
<tr>
<td>17:10</td>
<td>Will the Recommendation Information be Sure to Improve the Brand Evaluation: The Impact of Distrust</td>
<td>Cheng Hu</td>
<td>74</td>
</tr>
<tr>
<td>17:30</td>
<td>A Personalization-Privacy Paradox in Usage of Mobile Health Services: A Game Theoretic Perspective</td>
<td>Fanbo Meng</td>
<td>89</td>
</tr>
</tbody>
</table>
Conference Organizers

Conference hosts
The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China
School of Economics and Management, China University of Geosciences, Wuhan, China
Baden-Wuerttemberg Cooperative State University Heidenheim, Heidenheim, Germany
College of Business, Alfred University, Alfred, New York, USA

Organizers
The Center for International Cooperation in E-Business, China University of Geosciences, Wuhan, China
School of Economics and Management, China University of Geosciences, Wuhan, China
School of Management, Wuhan Textile University
Research center of Enterprise Decision Support, Key Research Institute of Humanities and Social Sciences in Universities of HuBei Province

Conference Co-Chairs

Jing Zhao, Professor, China University of Geosciences, Wuhan, China (zhao5563@outlook.com)
Juergen Seitz, Professor, Baden-Wuerttemberg Cooperative State University Heidenheim, Germany (seitz@dhwb-heidenheim.de)
Doug Vogel, Professor, AIS President 2012-2013, Harbin Institute of Technology, China (isdoug@hit.edu.cn)

Conference Honorary Chair

Wilfred V. Huang, Professor, Alfred University (fhuang@alfred.edu)

Publicity chair & Proceedings Editor

Yiliu (Paul) Tu, Professor, University of Calgary, Canada (paultu@ucalgary.ca)

Secretary-General

Zhen Zhu, Associate Professor, China University of Geosciences, Wuhan, China (zhuzhen2008@gmail.com)

International Advisory Board
Chair: Joey George, Professor of Iowa State University, USA, AIS President 2010-2011, Robert Kauffman, Professor, Singapore Management University, Singapore

-Pacific Asian
Patrick Chau, Professor, The University of Hong Kong, Hong Kong
Guoqing Chen, Professor, Tsinghua University, China
Robert Kauffman, Professor, Singapore Management University, Singapore
Wei Kwok Kee, Professor, City University of Hong Kong, Hong Kong
Ting-Peng Liang, Professor, National Sun Yat-Sen University, Taiwan
Feichen Ma, Professor, Wuhan University, China
Jiye Mao, Professor, Renmin University, China
Michael D. Myers, Professor, AIS President 2006-2007, University of Auckland, New Zealand
Bernard Tan, Professor, AIS President 2009-2010, National University of Singapore, Singapore
Kanliang Wang, Professor, Renmin University, China
Nilmini Wickramasinghe, Professor, Deakin University, Australia
Kang Xie, Professor, Sun Yat-Sen University, China
Qiang Ye, Professor, Harbin Institute of Technology, China
J. Leon Zhao, Professor, City University of Hong Kong, Hong Kong
- North American
  Bob Carasik, Wells Fargo Bank, USA
  Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA
  Joey George, AIS President 2010-2011, Iowa State University, USA
  Zhangxi Lin, Professor, Texas Tech University, USA
  Ning Nan, Assistant Professor, University of British Columbia, Canada
  Paul A. Pavlou, Professor, Temple University, USA
  Arun Rai, Professor, Editor in Chief of MISQ, Georgia State University, USA
  Richard Watson, Professor, University of Georgia, USA
  Han Zhang, Professor, Georgia Institute of Technology, USA

- European
  David Avison, Professor, ESSEC, France
  Niels Bjorn-Andersen, Professor, Copenhagen Business School, Denmark
  Marco De Marco, Professor, Università Cattolica, Italy
  Reima Suomi, Professor, Turku School of Economics, Finland
  Yao-Hua Tan, Professor, Vrije University Amsterdam, Netherlands
  Hans-Dieter Zimmermann, Professor, FHS St. Gallen, University of Applied Sciences, Switzerland

Sponsors
  The Association for Information Systems (AIS)
  China Association for Information Systems (CNAIS)
  The China Information Economics Society
  Singapore Management University, Singapore
  University of Calgary, Canada
  Deakin University, Australia
  University of North Dakota, USA
  New Jersey Institute of Technology, New Jersey, USA
  University of Turku, Finland
  Huazhong University of Sciences & Technology China
  Wuhan University, China
  Wuhan University of Technology, China
  Zhongnan University of Economics and Law, China
  Central China Normal University, China

Sponsoring journals (alphabetical order)
  *Electronic Commerce Research* (SSCI index)
  *Electronic Commerce Research and Applications* (SSCI index)
  *Electronic Markets-The International Journal on Networked business* (SSCI index)
  *International Journal of Information Technology and Management* (EI index)
  *International Journal of Networking and Virtual Organizations* (EI index)
  *International Journal of Services Technology and Management* (EI index)
Guidance map 1  China University of Geosciences, Conference Center at East Campus

May 25th, 2018: Venue of Graduate Students’ Workshop and Platform Research Symposium

**Hotel Address:** No. 442 Wuluo Road, Wuchang District, Wuhan City (武汉市武昌区武珞路 442 号)

- **友情提示:**
  - 酒店坐落于中南武昌核心商业区，离楚河汉街（武汉中央文化区）仅 2 站地铁；西北方是著名的武汉辛亥革命武昌起义纪念馆，小吃一条街户部巷和黄鹤楼（约 2 公里）。
  - 会议期间如需帮助，请及时与会议工作人员或带牌的志愿者联系。祝愿大家会期愉快！

- **机场大巴达到后的步行路线**
- **地铁到达后的步行路线**

- **会议室位置:** 纽宾凯新时代国际酒店，商务中心楼 8 楼
  - The 8th Floor, Conference Center Building of the New Beacon New Times Intl. Hotel

- **酒店客房和餐厅:**
  - Rooms and restaurant in New Beacon New Times Intl. Hotel

- **纽宾凯新时代国际酒店客房和餐厅的位置:**
  - New Beacon New Times Intl. Hotel

- **商务中心楼位置:**
  - Business Center Building

- **全季酒店位置:**
  - J1 Hotel

- **酒店入口位置:**
  - Entrance