

CSWIM 2021 Program

Meeting links can be found in the session headers. Click paper titles to access the papers' pdfs. **: nominated for best papers

Saturday, June 26 Morning (Beijing Time)

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| 08:30-08:45 AM | Opening Remarks Meeting link (ID: 668 136 756) | | | |
| 08:45-09:30 AM | The Future of Fintech (Keynote Speech) Prof. Vijay Mookerjee, The University of Texas at Dallas Meeting link (ID: 668 136 756) | | | |
| 09:30-09:35 AM | Break | | | |
| 09:35-10:20 AM | Endless Digital Business Model Innovation (Keynote Speech) Prof. D.J. Wu, Georgia Institute of Technology Meeting link (ID: 668 136 756) | | | |
| 10:20-10:25 AM | Break | | | |
| Parallel Sessions A1-A4 | | | | |
| | Session A1 Platform Business Models I Meeting link (ID: 668 136 756) Session Chair: Lin Hao (Fordham University) | Session A2 AI Design and Application Meeting link (ID: 619 893 989) Session Chair: Lanfei Shi (University of Virginia) | Session A3 IT Strategy Meeting link (ID: 341 369 054) Session Chair Shaokun Fan (Oregon State University) | Session A4 Digital Marketing I Meeting link (ID: 684 136 058) Session Chair: Haiyang Feng (Tianjin University) |
| 10:25-10:55 AM | An Economic Analysis of Rebates Conditional on Positive Reviews Jianqing Chen (The University of Texas at Dallas) Zhiling Guo (Singapore Management University) Jian Huang (Nanjing University of Finance and Economics) Discussant: Xinxue Qu (University of Notre Dame) | Exploring the Heterogeneous Knowledge Spillover Effects from University AI Research on the Creation and Performance of AI Start-ups Qi Wang (National University of Singapore) Ke-Wei Huang (National University of Singapore) Discussant: Lanfei Shi (University of Virginia) | Tech Giants and New Entry Threats Weiling Song (Louisiana State University) Yang Pan (Tulane University) Discussant : Tian Lu (Carnegie Mellon University) | Buyer-Seller Social Interaction and Sales Activity in Online P2P Markets for Used Goods Siliang Tong (Nanyang Technological University) Yingjie Zhang (Peking University) Gordon Burtch (Boston University) Zhijie Lin (Tsinghua University) Discussant: Xue Tan (Indiana University) |
| 10:55-11:25 AM | The Effect of User Privacy Concerns on Platform Competition in a Two-sided Market Xin Zhang (University of Science and Technology of China; City University of Hong Kong) Wei Thoo Yue (City University of Hong Kong) Yugang Yu (University of Science and Technology of China) Discussant: Lin Hao (Fordham University) | Trusting AI in Autonomous Driving Vehicles Ru Lian (Missouri University of Science and Technology) Keng Siau (City University of Hong Kong) Discussant: Lingyun Qiu (Peking University) | Transparency or Perception Manipulation? A Study of IT Disclosure Tone in the Context of Data Breaches Jing Tian (Georgia State University) Ling Xue (Georgia State University) Sean Cao (Georgia State University) Yuan Long (Georgia State University) Discussant : Shaokun Fan (Oregon State University) | Optimal Dynamic Advertising Policy Based on Generalized Advertising Gains Authors: Rui Guo (Nanjing University) Zhengrui Jiang (Nanjing University) Discussant: Haiyang Feng (Tianjin University) |

Saturday, June 26 Evening (Beijing Time)

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| Parallel Sessions B1-B4 | | | | |
| | Session B1 Digital Marketing II | Session B2 Platform User Engagement | Session B3 Digital and Open Innovation | Session B4 Online Community |

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| | <p align="center">Meeting link (ID: 287 317 338)</p> <p align="center">Session Chair: Bingjie Deng (The University of Hong Kong)</p> | <p align="center">Meeting link (ID: 503 402 477)</p> <p align="center">Session Chair: Yingjie Zhang (Peking University)</p> | <p align="center">Meeting link (ID: 134 151 219)</p> <p align="center">Session Chair Langtao Chen (Missouri University of Science and Technology)</p> | <p align="center">Meeting link (ID: 492 999 453)</p> <p align="center">Session Chair: Yating Li (Tianjin University of Finance and Economics)</p> |
| 09:00-09:30 PM | <p>Life-Event Targeting and Customer Uncertainty – Evidence from Experiments Zherui Yang (Erasmus University Rotterdam) Ting Li (Erasmus University Rotterdam) Discussant: Yifan Dou (Fudan University)</p> | <p>Investor Attention and Crowdfunding Performance <u>Lin Hu</u> (Australian National University) Kun Li (Australian National University) Zhenhua Wu (Nanjing University) Bin Gu (Boston University) Discussant: Zaiyan Wei (Purdue University)</p> | <p>Solution Exemplars and Sales Performance in Crowdsourcing: the Moderating Role of Reputation and Competence Quanwu Zhao (Chongqing University) Zhiyuan Zhou (Chongqing University) <u>Xi Yang</u> (Chongqing University) Discussant: Zhihong Ke (Clemson University)</p> | <p>Online Flow Experience: An Electroencephalogram (EEG) Study <u>Fiona Nah</u> (Missouri University of Science and Technology) Tejaswini Yelamanchili (Missouri University of Science and Technology) Keng Siau (Missouri University of Science and Technology) Langtao Chen (Missouri University of Science and Technology) Discussant: Ben Choi (Nanyang Technological University)</p> |
| 09:30-10:00 PM | <p>Digital Influencer’s Product Choice on Social Media Nan Feng (Tianjin University) <u>Wenfao Zhao</u> (Tianjin University) Haiyang Feng (Tianjin University) Discussant: Xia Zhao (University of Georgia)</p> | <p>Impact of Response Strategy on Investment Decision for Crowdfunding Reviewers: Interaction Perspective <u>Yuting Xu</u> (Huaqiao University) Wei Wang (Huaqiao University) Discussant: Xianghua Lu (Fudan University)</p> | <p>The Influences of Digital Platform Affordances on Job Performance: A Job Characteristics Perspective <u>Rui Zhang</u> (Harbin Institute of Technology) Zhen Shao (Harbin Institute of Technology) Discussant: Wen Guang Qu (Zhejiang University)</p> | <p>Feedback Mechanism Design in Gamified Green Campaign Systems: Towards a Theoretical Framework <u>Manning Li</u> (Northeastern University) Jinyu Zhou (Northeastern University) Jingyun Yu (Northeastern University) Tongyu Liu (Northeastern University) Discussant: Fiona Nah (Missouri University of Science and Technology)</p> |
| 10:00-10:05 PM | Break | | | |
| 10:05-10:35 PM | <p>Live Streaming E-commerce: The Impact of the Intensity, Duration, and Phases of Peak Interaction on Sales Performance Authors: <u>Yunhui Wang</u> (City University of Hong Kong) Junming Liu (City University of Hong Kong) Yulin Fang (City University of Hong Kong) Discussant: Yi Guo (University of Michigan--Dearborn)</p> | <p>The Effect of Monetary Incentive Mechanisms on UGC Contributors Authors: <u>Xue Zhang</u> (Xi'an Jiaotong University) Yuewen Liu (Xi'an Jiaotong University) Discussant: Liangfei Qiu (University of Florida)</p> | <p>Do Influential Videos Empower Innovation? Evidence From TED Talks Authors: <u>Wen Wang</u> (Carnegie Mellon University) Beibei Li (Carnegie Mellon University) Discussant: Yicheng Song (University of Minnesota)</p> | <p>Uncovering the Privacy Paradox in Online Health Communities: the Moderator Role of Trust in Members Authors: <u>Qing Chen</u> (Central South University) Yongmei Liu (Central South University) Discussant: Zhijun Yan (Beijing Institute of Technology)</p> |
| 10:35-11:05 PM | <p>Can Online-Merge-Offline Technology Create Incremental Revenues in Offline Retail? ** Tian Lu (Carnegie Mellon University) Tingting Song (Shanghai Jiao Tong University) <u>Xianghua Lu</u> (Fudan University) Discussant: Bingjie Deng (The University of Hong Kong)</p> | <p>The Effect of Sentiment across Dimensions on the Review Helpfulness <u>Cheng Zhao</u> (Peking University) Chong Wang (Peking University) Ziyang Wang (Peking University) Jie Song (Peking University) Discussant: Yingjie Zhang (Peking University)</p> | <p>Impacts of Territoriality on Employee Workplace Innovation within R&D Organizations: The Full Mediating Role of Knowledge Hiding <u>Zhiqiang Chen</u> (University of Beihang) Jinxing Hao (University of Beihang) Discussant: Langtao Chen (Missouri University of Science and Technology)</p> | <p>Platform Investment in Emerging Technology and Third-party Developers’ Technology Adoption Strategy <u>Nan Yuan</u> (Tianjin University) Haiyang Feng (Tianjin University) Minqiang Li (Tianjin University) Discussant: Yating Li (Tianjin University of Finance and Economics)</p> |

Sunday, June 27 Morning (Beijing Time)

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| 08:30-09:15 AM | FinTech Research: Examples of Blockchain, Crowdfunding, and Supply Chain Finance (Keynote Speech) Prof. Yong Tan, University of Washington Meeting link (ID: 408 400 931) | | | |
| 09:15-09:20 AM | Break | | | |
| Parallel Sessions C1-C4 | | | | |
| | Session C1 Creative Technology Engagement Meeting link (ID: 408 400 931) Session Chair: Yen-Yao Wang (Auburn University) | Session C2 Platform Business Models II Meeting link (ID: 727 959 615) Session Chair: Jing Peng (University of Connecticut) | Session C3 Healthcare Analytics Meeting link (ID: 664 129 937) Session Chair Xiahua Wei (University of Washington) | Session C4 IT Value and Management Meeting link (ID: 126 925 006) Session Chair: Pei Xu (Auburn University) |
| 09:20-09:50 AM | Trading Privacy for the Greater Social Good: How Did America React During COVID-19? Anindya Ghose (New York University) Beibei Li (Carnegie Mellon University) Meghanath Macha (Carnegie Mellon University) Chenshuo Sun (New York University) Natasha Foutz (University of Virginia) Discussant: Lizhen Xu (Georgia Institute of Technology) | Differential Effects of the COVID-19 Pandemic on Crowdfunding Project Performance: Role of Project Design Features ** Xiaochen Liu (Harbin Institute of Technology; City University of Hong Kong) Yulin Fang (City University of Hong Kong) Qiang Ye (Harbin Institute of Technology) Discussant: Manning Li (Northeastern University) | Exploring User Information Adoption in Online Health Communities Pei Xiao (Nanjing University of Finance and Economics) Xing Wan (Nanjing University of Finance and Economics) Zhe Shi Bao (Nanjing University of Finance and Economics) Discussant: Xiaofei Zhang (Nankai University) | Codesign of Sponsored Data Plans between Mobile Telecom Carriers and Internet Content Providers in a Bilevel Competitive Settings Chongkai Wang (Tianjin University) Minqiang Li (Tianjin University) Haiyang Feng (Tianjin University) Nan Feng (Tianjin University) Discussant: Guoying Zhang (Midwestern State University) |
| 09:50-10:20 AM | Anthropomorphism Affordance, Trust and Continuance Intention in Virtual Personal Assistants Zhen Shao (Harbin institute of technology) Jing Zhang (Harbin institute of technology) Lin Zhang (Harbin institute of technology) Kaiyuan Liu (Harbin institute of technology) Discussant: Scott Schanke (University of Wisconsin Milwaukee) | Optimal Gamification Design in E-commerce Platform Qingyun Xu (Harbin institute of technology) Zhen Shao (Harbin institute of technology) Lin Zhang (Harbin institute of technology) Discussant: Zhe Zhang (The University of Texas at Dallas) | The Goldilocks Principle of Cooperation: Understanding Federated Learning in Healthcare via Iterated Prisoner's Dilemma Mochen Yang (University of Minnesota) Xuan Bi (University of Minnesota) Discussant: Zhengrui Jiang (Nanjing University) | Blockchain Adoption and Accounting Information System: An Investigation of Challenges and Expected Value Wanyun Li (Australian National University) Wentao Ma (Australian National University) Discussant: Leon Zhao (Chinese University of Hong Kong, Shenzhen) |
| 10:20-10:25 AM | Break | | | |
| 10:25-10:55 AM | Physical or Virtual Space? The Impact of COVID-19 Quarantine on App Usage Jianing Ding (Purdue University) Jinyang Zheng (Purdue University) Guoxin Li (Harbin Institute of Technology) Yong Tan (University of Washington) Discussant: Kang Zhao (University of Iowa) | Framing Beneficiary Photos to Improve Medical Crowdfunding Performance Xiaopan Wang (Tianjin University) Yi Wu (Tianjin University) Junpeng Guo (Tianjin University) Discussant: Xinwei Wang (University of Auckland) | Student Depression Detection: An Attention-based Bi-LSTM Approach Using Online and Offline Behavior Data Guohou Shan (Temple University) Zhe Deng (Temple University) Konstantin Bauman (Temple University) Qian Sun (NorthWest University) Discussant: Jiaheng Xie (University of Delaware) | The Synergy between Internal and External DAS: The Moderating Effects of Product Type and Variety Yuzhu Zheng (Zhejiang University) Yuan Liu (Zhejiang University) Discussant: Pei Xu (Auburn University) |
| 10:55-11:25 AM | How Does Commitment Reduce Activity-based Check-in Interruption on Social Networking Sites? A Perspective of Deterrence Theory Xusheng Yao (Tianjin University) Shoufeng Ma (Tianjin University) Yi Wu (Tianjin University) | What Drives Sales of E-commerce Live Streaming? Evidence from Taobao Danyang Song (Zhejiang University) Xi Chen (Zhejiang University) Zhiling Guo (Singapore Management University) Xin Gao (Alibaba Group) | First Service Communication Media and Subsequent Patient Engagement: Evidence from a Mobile Mental HealthCare Platform ** Weiwei Sun (Harbin Institute of Technology) Aaron Cheng (London School of Economics) Xitong Guo (Harbin Institute of Technology) | A Dynamic Patching Policy for Enterprise Information Systems ** Qian Jia (Nanjing University) Xinxue Qu (University of Notre Dame) Zhengrui Jiang (Nanjing University) Discussant: |

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| | Discussant: Yen-Yao Wang (Auburn University) | Discussant: Jing Peng (University of Connecticut) | Discussant: Xiahua Wei (University of Washington) | Hongyan Xu (Chongqing University) |
| Sunday, June 27 Evening (Beijing Time) | | | | |
| 09:00-09:20 PM | Awards & Introduction to CSWIM 2022 Meeting link (ID: 768 477 934) | | | |
| 09:20-09:25 PM | Break | | | |
| | Parallel Sessions D1-D4 | | | |
| | Session D1 IT-Enabled Market Competition Meeting link (ID: 768 477 934) Session Chair: Jennifer Zhang (University of Texas at Arlington) | Session D2 Intelligent Consumer Services Meeting link (ID: 497 821 161) Session Chair: Jiangning He (Shanghai University of Finance and Economics) | Session D3 User-Generated Content Meeting link (ID: 682 516 970) Session Chair: Tianjie Deng (University of Denver) | Session D4 Digital Commerce Meeting link (ID: 219 661 454) Session Chair: Yu Wang (Zhengzhou University) |
| 09:25-09:55 PM | Exploring the Impacts of IT Investment on Industry Competition Wenguang Qu (Zhejiang University) Jing Fang (Zhejiang University) Xiaowei Liu (Zhejiang University) Discussant: Jifeng Luo (Shanghai Jiao Tong University) | The Effect of Voice AI on Consumer Purchase and Search Behavior** Chenshuo Sun (New York University) Zijun Shi (The Hong Kong University of Science and Technology) Xiao Liu (New York University) Anindya Ghose (New York University) Discussant: Yunhui Wang (City University of Hong Kong; Xi'an Jiaotong University) | The Effect of Labeling the Attribute Description with Positive Words on the Attribute Evaluations Ziqiong Zhang (Harbin Institute of Technology) Peiliang Sun (Harbin Institute of Technology) Jill Lei (The University of Melbourne) Zili Zhang (Harbin Institute of Technology) Discussant: Dezhi Yin (University of South Florida) | Served Online, Effective Offline: Investigating the Impact of Consumers' Adoption of Digital-Only Banks Sihan Fang (Nanyang Technological University) Hyeokkoo Eric Kwon (Nanyang Technological University) Yongjin Park (City University of Hong Kong) Discussant: Keehyung Kim (Chinese University of Hong Kong) |
| 09:55-10:25 PM | Competition or Coopetition? Technology Strategies for Incumbent and Entrant Firms Yashuang Wei (Tianjin University) Guofang Nan (Tianjin University) Chao Ding (University of Hong Kong) Shengli Li (Peking University) Discussant: Zhiling Guo (Singapore Management University) | Preserving User Privacy Through Ephemeral Sharing Design: A Large-Scale Randomized Field Experiment in the Online Dating Context Yumei He (University of Houston) Xingchen Xu (Tsinghua University) Ni Huang (University of Houston) Yili Hong (University of Houston) De Liu (University of Minnesota) Discussant: Mochen Yang (University of Minnesota) | Use of Online Reviews as Quality Metrics: A Comparison of Airline Reviews on Twitter and Skytrax Lin Lu (Fairfield University) Amit Mitra (Auburn University) Yu Wang (Auburn University) Pei Xu (Auburn University) Discussant: Tianjie Deng (University of Denver) | Is It Worth Winning Them Back? Examining the Effectiveness of Retargeting in Financial Service Markets Tian Lu (Carnegie Mellon University) Hui Yang (Fudan University) Xianghua Lu (Fudan University) Peter Yun Zhang (Carnegie Mellon University) Discussant: Xiaofei Zhang (Nankai University) |
| 10:25-10:55 PM | When to Open the Live-stream Channel? Ran Pan (City University of Hong Kong) Juan Feng (Tsinghua University) Discussant: Jennifer Zhang (University of Texas at Arlington) | Privacy and Performance in Recommender Systems: Exploration of Potential Influence of CCPA Meizi Zhou (University of Minnesota) Yicheng Song (University of Minnesota) Gediminas Adomavicius (University of Minnesota) Discussant: Jiangning He (Shanghai University of Finance and Economics) | | Estimate the Value of Internet Influencer for Online Retailers: An Empirical Model Weilong Wang (Purdue University) Jinyang Zheng (Purdue University) Karthik Kannan (Purdue University) Guoxin Li (Harbin Institute of Technology, Purdue University) Discussant: Yu Wang (Zhengzhou University) |