

CIST 2009: Conference on Information Systems and Technology

Conference Chairs: Ravi Bapna, Anindya Ghose and Kevin Zhu

Venue: Hilton Bayfront

Saturday October 10th, 2009

8- 8:30am: Breakfast & Opening Remarks – Indigo B

8:30-10:00am	Session 1A: Search Engines (Room 206)	Session 1B: Globalization in IT (Indigo B)
Session Chair	Amit Mehra	Chris Forman
	Interaction Between Organic Listing & Sponsored Bidding in Search Advertising. <i>Lizhen Xu, Jianqing Chen, Andrew Whinston.</i>	Service Capability Development in IT Vendor Internationalization: The Case of China. <i>Ning Su.</i>
	A Comparison of RBB and RBR Ranking Mechanisms in Sponsored Search. <i>Jing Hao, Syam Menon, Srinivasan Raghunathan, Sumit Sarkar.</i>	Information Technology and Globalization: Theory and Evidence. <i>Sunil Mithas, Jonathan Whitaker.</i>
	Search Engine Competition with a Knowledge-Sharing Service. <i>Kihoon Kim, Edison Tse.</i>	Globalization of Software Research: Does the US Have an Advantage in Applications? <i>Ashish Arora, Matej Drev, Chris Forman</i>

10-10:30am Coffee Break – Indigo B

10:30-12:00pm	Session 2A: User- Generated Content and Networks (Room 206)	Session 2B: Pricing of IT (Indigo B)
Session Chair	Anjana Susarla	Sanjukta Das Smith
	Informational Value of Social Networks: An Empirical Study of Online Peer-to-Peer Lending. <i>Mingfeng Lin, Siva Viswanathan, Nagpurnanand Prabhala.</i>	Are Options a Better Option? A Study of Risk Hedging in the Storage Grid Market. <i>Anna Ye Du, Sanjukta Smith, Ram Gopal, Ram Ramesh.</i>
	Consumer Choice in an Online Music Community: Bandwagon Effects and Local Network Influence. <i>Jui Ramaprasad, Sanjeev Dewan.</i>	Pricing of Wireless Services: An Economic Analysis of Discrimination across Traffic Types. <i>Atanu Lahiri, Rajiv Dewan, Marshall Freimer.</i>
	Peer Influence and Information Diffusion in Online Networks: An Empirical Analysis. <i>Rajiv Garg, Rahul Telang, Mike Smith.</i>	Platform Competition with Heterogeneous Technologies. <i>Rajib Saha, Ravi Mantena.</i>

12:00-1:30pm	Lunch – Indigo C	
	Keynote Speaker: Robert S. Sullivan, Dean, Stanley and Pauline Foster Endowed Chair, Rady School of Management, UC San Diego	
1:30-3:00pm	Session 3A: Social Effects and Networks (Room 206)	Session 3B: Internet Commerce and E-Markets 1 (Indigo B)
Session Chair	Param Vir Singh	Kartik Hosanagar
	Social Networks Come to Healthcare. <i>Lu Yan, Yong Tan.</i>	Competing for Attention: An Empirical Study of the Strategic Behaviors of Online Reviewers. <i>Wenqi Shen, Yu Hu.</i>
	Social Networks and Contract Enforcement in IT Outsourcing. <i>Kiron Ravindran, Anjana Susarla, Vijay Gurbaxani.</i>	The Influence of Online Word-of-Mouth on Long Tail Formation: An Empirical Analysis. <i>Bin Gu, Qian Tang, Andrew Whinston.</i>
	Are There Contagion Effects in IT Outsourcing? <i>Kunsoo Han, Robert Kauffman, Arti Mann, Barrie Nault.</i>	Does Web Based Self-Service Substitute Telephone Calls to Call Center: An Empirical Analysis. <i>Anuj Kumar, Rahul Telang, Lowell Taylor.</i>
3-3:30 pm Coffee Break – Indigo B		
3:30-5:00pm	Session 4A: Internet Commerce and E-Markets 2 (Room 206)	Session 4B: IT and Business Value (Indigo B)
Session Chair	Al Dexter	Sunil Wattal
	Towards A Strategic Theory of Content and Link Formation in Web-based Content Networks. <i>Chris Dellarocas, William Rand.</i>	Make versus Buy: Innovation Strategy and Firm Diversification in IT Industries. <i>Banker Rajiv, Sunil Wattal, Jose Plehn-Dujowich.</i>
	Competition and Price-format Adoption in the U.S. Airline Industry: A Study of EDLP Implementation on the Internet. <i>Raymond Sin, Ramnath Chellappa, S. Siddarth.</i>	Exploring IT Business Value and the Role of IT Governance in U.S. State Governments. <i>Min-Seok Pang, Ali Tafti.</i>
	Advance Selling Battle on Infomediaries: How Quality Differentiation Determines Price Premiums. <i>Tolga Akcura, Mohammad Rahman, Zafer Ozdemir.</i>	Business Value of Partner’s IT Investments: Value Co-Creation and Appropriation Between Customers and Suppliers. <i>Pankaj Setia, Rodney Smith, Vernon Richardson.</i>
CIST Reception from 6-8 pm at the Rady School of Management Buses leave at 5:30 pm from the conference site (Hilton Hotel)		

Sunday October 11th, 2009

8- 8:30am: Breakfast

8:30-10:00am	Session 5A: Internet Commerce and E-Markets 3 (Room 206)	Session 5B: Privacy and Security (Indigo B)
Session Chair	Sang Pil Han	Xue Bai
	Accurate Predictions of Online Movie Ratings: A Challenge to Improve Personalized Recommender Systems. <i>Dmitry Zhdanov, Mikhail Bragin, Sudip Bhattacharjee.</i>	Inadvertent Data Hemorrhages in Health-Care. <i>Eric Johnson.</i>
	Optimal Balancing between Advertising and Programming Content in Online Information and Entertainment Publication. <i>Jane Feng, Hemant Bhargava.</i>	Two Studies on the Impact of Relative Standards on Concerns about Online Privacy. <i>Alessandro Acquisti, Leslie John, George Loewenstein.</i>
	Are Online and Offline Channels Complements or Substitutes? An Analysis Across Time and Buyer Type. <i>Eric Overby, Sam Ransbotham.</i>	Identity Management and Tradable Reputation. <i>Hong Xu, Jianqing Chen, Andrew Whinston.</i>

10-10:30 am Coffee Break – Indigo B

10:30-12:00pm	Session 6A: User-Generated Content & Social Media (Room 206)	Session 6B: IT, Services and Software Projects (Indigo B)
Session Chair	Ram Chellappa	Sumit Sarkar
	Spreading the Oprah Effect: The Diffusion of Demand Shocks in a Recommendation Network. <i>Eyal Carmi, Gal Oestreicher-Singer, Arun Sundararajan.</i>	The Contingent Effects of Quality Signaling: Evidence from the Indian Offshore IT Services Industry. <i>Gordon Gao, Anand Gopal, Ritu Agarwal.</i>
	Examining the effects of online sampling on music sales: Evidence from MySpace. <i>Conny Chen, Ramnath K. Chellappa.</i>	Competing through Services: Service Migration of Information Technology Product Vendors. <i>Shu Han, T. Ravichandran, Jason Kuruzovich.</i>
	The Role of Web 2.0 Technologies in Innovation and Customer-centricity of Firms. <i>Terence Saldanha, M.S. Krishnan.</i>	Specialist vs. generalist: Who is more desired in software development projects? <i>Keumseok Kang, Jungpil Hahn.</i>

12:00-2:00pm

Lunch – Indigo C

CIST 2009 Best Paper and Best Reviewer Awards, ISR Awards and ISS Fellow Awards Ceremony

2:00-3:00pm	Session 7: Supply Chains (Room 206)	Session 7: Experiments and Information Goods (Indigo B)
Session Chair	Ramesh Sankaranarayanan	Eyal Carmi
	Adaptive Pricing in Multi-Agent Supply Chain Markets using Economic Regimes. <i>Alexander Hogenboom, Wolfgang Ketter, Jan van Dalen, Uzay Kaymak, John Collins, Alok Gupta.</i>	Consumer Informedness and IT: An Empirical Study of Heterogeneous Consumer Choice Using A Stated Choice Experiment. <i>Rob Kauffman, Ting Li, Eric van Heck, Peter Vervest.</i>
	Searching for the “Monday Blues” in Order Fulfillment and its Cure. <i>Oliver Yao, Martin Dresner, Kevin Zhu.</i>	Prospect Theory, Multi-Part Pricing and Customizable Bundles of Information Goods. <i>Kim Huat Goh, Jesse Bockstedt.</i>
3-3:30 pm Coffee Break – Indigo B		
3:30-5:00pm	Panel: Towards a Transformative Integration of IS Research and Teaching – Indigo B	
	Ritu Agarwal, Anitesh Barua, Vasant Dhar, Vijay Mookerjee, Arun Sundararajan	
6:15-7:15pm	ISS Meeting	