PROGRAM

7:30am - 8:30am   **Breakfast and Opening Remarks**

8:30am - 10:00am

Session 1A: Technology Diffusion _Chair_: Jan Stallaert (University of Connecticut)	**Session 1B: Management Practices** _Chair_: Eric Van Heck (Erasmus University)
Bayesian Analysis Of Co-Opetition: The Participation Strategies Of Firms In A Process Standard-Setting Organization. _Robert Kauffman (Arizona State University), Benjamin Shao (Arizona State University) and Juliana Tsai (Arizona State University)._ _Discussant_: Nigel Melville (University of Michigan)	**Managing Information Intensive Service Facilities: Executive Contracts, Market Information, and Capacity Planning.** _Yabing Jiang (Fordham University) and Abraham Seidmann (University of Rochester)._ _Discussant_: Thomas Weber (Stanford University)
Co-Diffusion of Wireless Voice and Data Services: The Case of the Japanese Market. _Marius Niculescu (Georgia Tech) and Seungjin Whang (Stanford University)._ _Discussant_: Jacomo Corbo (University of Pennsylvania)	**Complementarities between Information Technology and Human Resource Practices in Knowledge Work.** _Ali Tafti (University of Illinois at Urbana-Champaign), Sunil Mithas (University of Maryland) and M.S. Krishnan (University of Michigan)._ _Discussant_: Anjana Susarla (University of Washington)

10:00am - 10:30am   **Coffee Break**

10:30am - 12:30pm

Session 2A: Production Processes and Productivity _Chair_: Tridas Mukhopadhyay (Carnegie Mellon University)	**Session 2B: Pricing** _Chair_: Byungtae Lee (KAIST)
The Asymmetric Benefits of Relational Governance: Evidence from Software Development Outsourcing. _Anand Gopal (University of Maryland) and Balaji Koka (Rice University)._ _Discussant_: Evangelos Katsamakas (Fordham University)	**The Challenge of Revenue Sharing with Bundled Pricing: An Application to Digital Music.** _Benjamin Shiller (University of Pennsylvania) and Joel Waldfogel (University of Pennsylvania and NBER)._ _Discussant_: Pei-Yu Chen (Temple University)
IT Productivity and Aggregation using Income Accounting. _Barrie R Nault (University of Calgary), Neeraj Mittal (Indian Administrative Service) and Dennis Kundisch (University of Paderborn)._ _Discussant_: Adam Saunders (University of Pennsylvania)	**Searching Under the Influence? Explaining Beer Price Dispersion in New York City.** _Vandana Ramachandran (University of Utah) and Arun Sundararajan (New York University)._ _Discussant_: Chris Forman (Georgia Institute of Technology)
Does IT Really Reduce Inventory? Opening up the Black Box between IT and Inventory. _Richard Lai (University of Pennsylvania), Sean Xu (Hong Kong University) and Kevin Zhu (University of California, San Diego)._ _Discussant_: Fred Riggins (Arizona State University)	**Analyzing Pricing Strategies for Online-Services with Network Externalities.** _Hila Etzion (University of Michigan) and Min-Seok Pang (University of Michigan)._ _Discussant_: Mingdi Xin (University of British Columbia)

12:30pm - 2:00pm   **Lunch**

2:00pm - 4:00pm

Session 3A: Online Advertising _Chair_: Hemant Bhargava (University of California, Davis)	**Session 3B: Information in Markets** _Chair_: Sanjeev Dewan (University of California, Irvine)
Targeting in Advertising Markets: Implications for New and Old Media. _Dirk Bergemann (Yale University) and Alessandro Bonatti (MIT)._ _Discussant_: Feng Zhu (University of Southern California)	**Revoking and Moral Hazard on eBay: An Empirical Investigation.** _Shun Ye, Gordon Gao and Siva Viswanathan._ _Discussant_: Sunil Mithas (University of Maryland)
The Impact of Performance-based Advertising on the Prices of Advertised Goods. _Chris Dellarocas (Boston University)._ _Discussant_: Vidyanand Chudhury (University of California, Irvine)	**Algorithmic Trading and Information.** _Terrence Hendershott (University of California, Berkeley) and Ryan Riordan (Karlsruhe Institute of Technology)._ _Discussant_: Bruce Weber (London Business School)
Online Keyword Based Advertising: Impact of Ad Impressions on Own-Channel and Cross-Channel Click-Through Rates. _Ram Gopal (University of Connecticut), Xinxin Li (University of Connecticut) and Ramesh Sankaranarayanan (University of Connecticut)._ _Discussant_: Vandana Ramachandran (University of Utah)	**The Future of Prediction: How Google Searches Foreshadow Housing Prices and Quantities.** _Lynn Wu (MIT) and Erik Brynjolfsson (MIT)._ _Discussant_: Anindya Ghose (New York University)

4:00pm - 6:30pm: MONDAY POSTER TRACK

- **4:00pm - 5:30pm: Poster slam: Summary 3-minute presentations of poster papers**
- **5:30pm - 6:30pm: Poster presentations**

P01: Complementarities, Substitution And Spillovers In The IT Industry: An Empirical Analysis Of OECD Countries. *YenChun Chou (Arizona State University), Robert Kauffman (Arizona State University) and Benjamin Shao (Arizona State University).*

P02: An Experimental Study of Information Revelation Policies in Sequential Auctions. *Tim Cason (Purdue University), Karthik Kannan (Purdue University) and Ralph Siebert (Purdue University).*

P03: Incentive and Equilibrium of User Content Generation - A Theoretical and Empirical Study of Twitter. *Andrew Whinston (University of Texas at Austin) and Huaxia Rui (University of Texas at Austin).*

P04: The Social Efficiency of Fairness. *Gavin Clarkson (University of Michigan) and Marshall van Alstyne (Boston University and MIT).*

P05: Demand For Resource Allocation Technologies: Adoption Of Hospital Surgical Management Software. *Eli Snir (Washington University in St. Louis) and Jeffrey McCullough (University of Minnesotta).*

P06: Co-Creation of Value in a Platform Ecosystem: The Case of Enterprise Software. *Marco Ceccagnoli (Georgia Institute of Technology), Chris Forman (Georgia Institute of Technology), Peng Huang (Georgia Institute of Technology) and D.J. Wu (Georgia Institute of Technology).*

P07: The Economic Impact of User-Generated Content on the Internet: Combining Text Mining with Demand Estimation in the Hotel Industry. *Anindya Ghose (New York University), Panos Ipeirotis (New York University) and Beibei Li (New York University).*

P08: User Content Generation and Usage Behavior in Multi-media Settings: A Dynamic Structural Model of Learning. *Anindya Ghose (New York University) and SangPil Han (New York University).*

P09: Social Networks as Signaling Mechanisms: Evidence from Online Peer-to-Peer Lending. *Mingfeng Lin (University of Maryland), Siva Viswanathan (University of Maryland) and N.R. Prabhala (University of Maryland).*

P10: A Longer Tail?: Estimating The Shape of Amazon's Sales Distribution Curve in 2008. *Erik Brynjolfsson (MIT), Yu (Jeffrey) Hu (Purdue University) and Michael Smith (Carnegie Mellon University).*

P11: Information Asymmetry and the Productivity of Information Workers. *David Fitoussi (University of California, Irvine), Frank MacCrory (University of California, Irvine) and Alain Pinsonneault (McGill University).*

P12: Interdependence of Alternative Service Channels on Bank Performance. *Rajiv Banker (Temple University), Pei-Yu Chen (Temple University), Fang-Chun Liu (Temple University) and Chin-Shyh Ou (Temple University).*

P13: Is iTunes Killing the Music Industry? The Effect of Unbundled Track Sales on Music Industry Profits. *Brett Danaher (University of Pennsylvania).*

P14: Pricing Data Services: by Hours, by Gigabytes, or by Mega Bytes per Second? *Ying-Ju Chen (University of California, Berkeley) and Ke-Wei Huang (National University of Singapore).*

P15: An Asset Approach to Information Value. *Adam Saunders (University of Pennsylvania) and Erik Brynjolfsson (MIT).*

P16: Open Innovation: Strategic Design Of Online Contests. *Yang Yang (Temple University), Pei-yu Chen (Temple University) and Paul Pavlou (Temple University).*

P17: Determinants Of Output Quality In Offshore Outsourcing Of Services: Evidence From Field Research. *Ravi Aron (Johns Hopkins University), Eric Clemons (University of Pennsylvania), Ying Liu (University of Hawaii), Deepa Mani (Indian School of Business), Praveen Pathak (University of Florida) and Siddarth Jayanty (ZS Associates).*

P18: Reputation Formation in Online Social Media. *Qian Tang (University of Texas at Austin), Bin Gu (University of Texas at Austin) and Andrew Whinston (University of Texas at Austin)*

P19: Search Engine Advertising: Empirical Analysis of Advertisers' Bids & Performance. *Ashish Agarwal (University of Texas at Austin) and Tridas Mukhopadhyay (Carnegie Mellon University).*

P20: Cramer's Rule: How Information Content Moves Markets. *Sinan Aral (New York University and MIT), Panos Ipeirotis (New York University) and Sean Taylor (New York University).*

P21: Multiple-Winner Award Rules in Buyer Determined Online Reserve Auctions. *Juan Feng (City University of Hong Kong), Qi Wang (State University of New York at Binghamton), Jinhong Xie (University of Florida), Sandy Jap (Emory University) and Xuping Jiang (Tshinghua University).*

P22: Linking Real-Time Information to Actions: Collectability Scores for Delinquent Credit-Card Accounts. *Naveed Chehrazi (Stanford University) and Thomas Weber (Stanford University).*

7:30pm   Workshop Reception and Dinner

TUESDAY DECEMBER 15, 2009

7:15am - 8:00am Breakfast

8:00am - 9:30am

Session 4A: Healthcare
Chair: Rajiv Dewan (University of Rochester)

System Size, Lock-In and Network Effects for Patient Records. *Catherine Tucker and Amalia Miller.*
Discussant: Nirup Menon (George Mason University)

Deconstructing the Health IT Adoption Paradox. *Guodong (Gordon) Gao (University of Maryland), Jeffrey McCullough (University of Minnesota), Ritu Agarwal (University of Maryland) and Corey Angst (University of Notre Dame).*
Discussant: Benjamin Shao (Arizona State University)

Session 4B: Competition
Chair: Joseph Bailey (University of Maryland)

The Impact of Professional Information Security Ratings on Vendor Competition. *Zach Zhizhong Zhou (Dartmouth) and Eric Johnson (Dartmouth).*
Discussant: D.J. Wu (Georgia Institute of Technology)

Vertical Integration and Foreclosure of Complementary Products. *Timothy Derdenger (Carnegie Mellon University).*
Discussant: Kristina McElheran (Harvard Business School)

9:30am - 10:00am Coffee Break

10:00am - 12:00pm

Session 5A: Piracy
Chair: Yu (Jeffrey) Hu (Purdue University)

Fighting Fire with Fire: Commercial Piracy and the Role of File Sharing on Copyright Protection Policy for Digital Goods. *Tunay Tunca (Stanford University) and Qiong Wu (Stanford University).*
Discussant: Michael Zhang (Hong Kong University of Science and Technology)

Demand and Supply-side Dynamics of Piracy Diffusion in P2P Networks. *JooHee Oh (University of Southern California) and Il-Horn Hann (University of Maryland).*
Discussant: Bin Gu (University of Texas at Austin)

Pre-Release Movie Piracy and Box Office Sales: Estimates and Policy Implications. *Liye Ma (Carnegie Mellon University), Alan Montgomery (Carnegie Mellon University), Param Vir Singh (Carnegie Mellon University) and Michael D. Smith (Carnegie Mellon University).*
Discussant: Ramnath Chellappa (Emory University)

Session 5B: Social Networks
Chair: Al Dexter (University of British Columbia)

The Quest for Content: the Role of Product Networks and Social Networks in Online Content Exploration. *Jacob Goldenberg (Hebrew University and Columbia University), Gal Oestreicher-Singer (Tel-Aviv University) and Shachar Reichman (Tel-Aviv University).*
Discussant: Erik Brynjolfsson (MIT)

Homophily or Influence? An Analysis of Purchase Decisions in a Social Network Context. *Liye Ma (Carnegie Mellon University), Alan Montgomery (Carnegie Mellon University) and Ramayya Krishnan (Carnegie Mellon University).*
Discussant: Ravi Mantena (University of Rochester)

Identifying Peer Influence in Massive Online Social Networks: A Platform for Randomized Experimentation on Facebook. *Sinan Aral (New York University and MIT) and Dylan Walker (New York University).*
Discussant: Haim Mendelson (Stanford University)

12:00pm - 2:00pm Lunch, Plenary Session, Election of organizers for WISE-2011

2:00pm - 3:30pm

Session 6A: Valuation
Chair: Alok Gupta (University of Minnesotta)

What is Privacy Worth? *Alessandro Acquisti (Carnegie Mellon University), Leslie John (Carnegie Mellon University) and George Loewenstein (Carnegie Mellon University).*
Discussant: Marshall Van Allstyne (Boston University and MIT)

Information Systems Valuation, in Theory, in Practice, and in Litgation Support. *Eric Clemons (University of Pennsylvania), Rob Larson and Nehal Madhani.*
Discussant: Paul Pavlou (Temple University)

Session 6B: Offshoring
Chair: Kunsoo Han (McGill University)

Offshoring and the Shifting Skill Composition of the IT Workforce. *Prasanna Tambe (New York University) and Lorin Hitt (University of Pennsylvania).*
Discussant: Praveen Pathak (University of Florida)

Examining Return on Human Capital Investments in the Context of Offshore IT Workers. *Ravi Bapna (University of Minnasotta and Indian School of Business), Ram Gopal (University of Connecticut), Alok Gupta (University of Minnasotta), Nishtha Langer (Indian School of Business) and Amit Mehra (Indian School of Business).*
Discussant: Vijay Gurbaxani (University of California, Irvine)

3:30pm - 5:00pm Closing Panel