Welcome Remarks
Stefan Baldi (Dean, Munich Business School)

Session 1a. Crowdfunding & Blockchain (Room 200)
Complete Research: Go in the Opposite Direction? The Impact of Unavailability on Crowdfunding Success
Wanghongyu Wei and Michael Chau

Complete Research: Are Similar Charity Crowdfunding Projects Substitutes or Complements? The Effect of Image Similarity on Neighboring Projects’ Performance
Seung Jong Lee, Jaehong Park, and Junghenee Lee

Complete Research: The Kiva Promise: Leveraging Crowdfunding for Microfinance Success
Shenwei Huang, Ming Fan, Lei Wang, and Jonathan Zhang

Research-in-Progress: The Challenges and Countermeasures of Blockchain Finance and Economics
Haiqiang Zhang, Rong Du, Yang Zheng, and Shizhong Ai

Session 1b. Data & Analytics (Room 209)
Session Chair: Abhishek Kathuria (Indian School of Business)

Complete Research: An Empirical Investigation of Analytics Capabilities in the Supply Chain
Thiagarajan Ramakrishnan, Abhishek Kathuria, and Jiban Khuntia

Complete Research: Deep Learning from Multiple Sources of Data: Applications in Precision Medicine
Yu-Wei Lin and Michael J. Shaw

Complete Research: Finding Real-life Doppelgangers on Campus with MTCNN and CNN-based Face Recognition
Jingjing Ye and Yifu Zhou

Research-in-Progress: Cross-Linguical Patent Retrieval based on Word Embedding
Chia-Hsuan Chang, Deng-Neng Chen, and Chiayu Lai

Session 1c. Managing Projects (Room 211)
Session Chair: Arvind Tripathi (University of Auckland)

Complete Research: Managing Cloud Computing Across the Product Lifecycle: Development of a Conceptual Model
Timo Puschkhasch and David Wagner

Complete Research: Antecedents of Different Social Network Structures on Open Source Projects Popularity
Shahab Bayati and Arvind Tripathi

Complete Research: Controlling Risk from Design Changes in Chinese Prefabricated Construction Projects: An Empirical Investigation
Juan Du, Jiqian Zhang, Yifei Gu, and Vijayan Sugumaran

Session 2a. Consumer Behavior (Room 200)
Session Chair: Horst Treiblmaier (MODUL University Vienna)

Complete Research: The Influence of Deal Number and Other’s Choice on Consumers’ Decisions in Social Coupon Referral Program: A Social Influence Perspective
Xue Bai and Dan Ke

Complete Research: The Impact of Blockchain on Medical Tourism
Abderahman Rejeb, John Keogh, and Horst Treiblmaier

Research-in-Progress: Overcoming the Hurdle of Self-Improvement: Empirical Research on Procrastination Patterns and Goal Types
Cho I Kim, Seung Jong Lee, and Jaehong Park

Research-in-Progress: Social Influence in MOBA Game Business: The Tangle of Long and Short-term Relations
Sijia Zhou, Yidi Liu, Xin Li, Yong Tan, Wenzing Lin, Xu Cheng, Zeng Zhao, and Ligang Chen

Session 2b. Organizational and Societal Issues (Room 209)
Session Chair: Dongwon Lee (Hong Kong University of Science and Technology)

Complete Research: Examining Organizational Open Innovation Search: The Interplay of Innovation Orientation and Information Technology
Tingru Cui

Complete Research: Influence of Ownership and Management on IT Investment in Indian Family Firms
Xue Ning, Prassanna Karhade, Abhishek Kathuria, and Jiban Khuntia

Research-in-Progress: An Investigation of Privacy Concern Transfer in the On-demand Services Enabled by Perceived Entitativity and Co-presence
Chenwei Li and Patrick Chau

Research-in-Progress: The Air Up There? The Effects of Air Pollution on Sales Promotions and Channel Use across Online and Offline Retail
Jaehoon Jeong, Dongwon Lee, and Anand Gopal

Session 2c. e-Platforms and Sharing Economy (Room 211)
Session Chair: Honghui Deng (University of Nevada at Las Vegas)

Complete Research: The Competition and Cooperation Strategies of Duoploy E-retaining Platforms
Honghui Deng, Man Wang, Guoyan Lyu, and Keong Leong

Yesong Choe, Jaehwan Lee, and Byungjoon Yoo

Research-in-Progress: Research on the Impact of Cue Consistency on Rental Purchases of Shared Accommodation Platform: Interaction effects of Textual Cues and Picture Color Cues
Maozao Chi, Miejun Pan, Xinyuan Lu, and Hui Chen
Overview

Time | Event
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08:00 - 08:45 | Registration and Breakfast
08:45 - 09:05 | Workshop Opening & Welcome Remarks
09:05 - 10:20 | Sessions 1A - 1C
10:20 - 10:35 | Coffee Break
10:35 - 11:45 | Sessions 2A - 2C
11:45 - 13:15 | Lunch and Award Announcements
13:15 - 14:00 | Plenary Session: Keynote Speech
14:00 - 15:00 | Plenary Session: Panel
15:00 - 15:15 | Coffee Break
15:15 - 16:15 | Complete Research: Apps & Streaming Services (Room 200)
16:30 - 16:45 | Coffee Break
16:45 - 17:00 | Sessions 3a
17:00 - 17:15 | Coffee Break
17:15 - 18:15 | Complete Research: Cross-border e-Commerce (Room 211)
18:30 - 18:45 | Coffee Break
18:45 - 19:00 | Sessions 4A
19:00 - 20:00 | Workshop Dinner
20:00 - 21:00 | Coffee Break
21:00 - 21:15 | Workshop Closing

Conference Venue

Munich Business School, Elsenheimerstraße 61, 80687 Munich, Germany

Workshop Dinner

Restaurant: Klinglwirt - Wirtshaus & Schänke
Address: Balanstr. 16, 81669 München – Haidhausen (Subway Stop: Rosenheimer Platz)