**Program**

The Eighteenth Workshop on e-Business (WeB 2019)
Smart Business: Technology and Data Enabled Innovative Business Models and Practices

WeB 2019
The Eighteenth Workshop on e-Business

December 14, 2019 (Saturday)
8:00 – 17:30
Munich Business School
Munich, Germany

Conference Chair:
Michael J. Shaw (University of Illinois at Urbana-Champaign, USA)

Program Organizing Co-Chairs:
Karl Lang (City of University of New York, USA)
Hisin Kenneth Cheng (University of Florida, USA)
Bin Zhu (Oregon State University, USA)
Jennifer Xu (Bentley University, USA)
Xiao Liu (Arizona State University, USA)
Han Zhang (Georgia Institute of Technology, USA)
Ming Fan (University of Washington, USA)

Local Organizing Committee Co-Chairs:
Antonia Köster (University of Potsdam, Germany)
Heiko Seif (Munich Business School, Germany)

Local Arrangements Manager:
Doris Bampi-Hautmann (Munich Business School, Germany)

**Sponsors**

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- ASU
- Bentley University
- Brigham Young University
- Florida State University
- Georgia State University
- Illinois State University
- University of Potsdam
- University of Arizona
- University of Florida
- University of Illinois
- University of Nevada
- University of Technology Sydney

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<th>Time</th>
<th>Session 1a. Crowdfunding &amp; Blockchain (Room 200)</th>
<th>Session 1b. Data &amp; Analytics (Room 209)</th>
<th>Session 1c. Managing Projects (Room 211)</th>
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<tr>
<td>08:00-08:45</td>
<td>Workshop Opening (Room 200)</td>
<td>Registration and Breakfast (Room 200)</td>
<td>Session Chair: Arvind Tripathi (University of Auckland)</td>
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<tr>
<td>08:45-09:05</td>
<td>Stefan Bärdén (Dean, Munich Business School)</td>
<td>Welcome Remarks</td>
<td>Complete Research: Managing Cloud Computing Across the Product Lifecycle: Development of a Conceptual Model Timo Puschkach and David Wagner</td>
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<td>09:05-10:20</td>
<td>Complete Research: 20 minutes</td>
<td>Research-in-Progress: 15 minutes</td>
<td>Complete Research: Antecedents of Different Social Network Structures on Open Source Projects Popularity Shahab Bayati and Arvind Tripathi</td>
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<td>10:20-10:35</td>
<td>Coffee Break</td>
<td>Research-in-Progress: 15 minutes</td>
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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: The Kiva Promise: Leveraging Crowdfunding for Microfinance Success Shenwei Huang, Ming Fan, Lei Wang, and Jonathan Zhang

Session 1b. Data & Analytics (Room 209)

- Complete Research: An Empirical Investigation of Analytics Capabilities in the Supply Chain Thigorean 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

Session 1c. Managing Projects (Room 211)

- Complete Research: Managing Cloud Computing Across the Product Lifecycle: Development of a Conceptual Model Timo Puschkach 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, Jiajun Zhang, Yifei Gu, and Vijayan Sugumaran

**Research-in-Progress**

- Time Series Analysis of Open Source Projects Popularity Shahab Bayati
- Consumer Behavior (Room 200)
  - Session Chair: Horst Treiblmair (MUDUL 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
  - 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, WengLin Lin, Xu Cheng, Zeng Zhao, and Ligang Chen
- 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 Tingyu Cui
  - Complete Research: Influence of Ownership and Management on IT Investment in Indian Family Firms Xue Ning, Prasanna 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, Dongwan Lee, and Anand Gopal
- e-Platforms and Sharing Economy (Room 211)
  - Session Chair: Honghui Deng (University of Nevada at Las Vegas)
  - Research-in-Progress: Dissonance Reduction and Co-creation Strategies to Address Personal Safety Issues in Ride-Sharing Apps Bidyut Hazarika and Mohammadreza Mouasavieadeh
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<td>10:35 - 11:45</td>
<td>Sessions 2A - 2C</td>
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<td>11:45 - 13:15</td>
<td>Lunch and Award Announcements</td>
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<td>13:15 - 14:00</td>
<td>Plenary Session: Keynote Speech – The Information Systems (Business Informatics) Discipline in the German Speaking Area (Room 200) Thomas Hess (Director, Institute for Information Systems and New Media, LMU Munich)</td>
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<td>14:00 - 15:00</td>
<td>Plenary Session: Panel – WEB for Better Data (Room 200) Moderator: Chris S. Langdon (Data Analytics Executive and Scientist, Deutsche Telekom and Peter Drucker School of Management) Panelists: Nadine Brehm (Data &amp; AI Sales Leader Germany/Austria/Swiss, IBM) Thomas Haush (Chief Operating Officer, Sono Motors) Thomas Bruhn (VP Digital Transformation, Takkt AG)</td>
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<td>15:00 - 15:15</td>
<td>Workshop Dinner</td>
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<td>15:15 - 16:15</td>
<td>Session 3a. Advertising (Room 200) Session Chair: Francesco Balocco (Erasmus University Rotterdam) Complete Research: LemonAds: Expression Quality in Programmatic Advertising Francesco Balocco and Ting Li Complete Research: Social Media or Website? Research on Online Advertising Type Based on Evolutionary game Xiang He, Li Li, Hua Zhang, and Xingzhen Zhu Complete Research: Platform Discount Decision, Seller Pricing and Advertising Investment in the Shopping Festival Based on Two-sided Market Theory Hua Zhang, Li Li, Xiang He, and Xingzhen Zhu</td>
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<td>17:30</td>
<td>Workshop Closing</td>
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**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)