

## 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)  
Hsing 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



08:00-08:45	<b>Registration and Breakfast (Room 200)</b>
08:45-09:05	<b>Workshop Opening (Room 200)</b> <i>Karl Lang (City University of New York)</i> <b>Welcome Remarks</b> <i>Stefan Baldi (Dean, Munich Business School)</i>
09:05-10:20	<b>Session 1a. Crowdfunding &amp; Blockchain (Room 200)</b> <b>Session Chair: JaeHong Park (Kyung Hee University)</b> Complete Research: Go in the Opposite Direction? The Impact of Unavailability on Crowdfunding Success <i>Wanghongyu Wei and Michael Chau</i> Research-in-Progress: 15 minutes Complete Research: Are Similar Charity Crowdfunding Projects Substitutes or Complements? The Effect of Image Similarity on Neighboring Projects' Performance <i>Seung Jong Lee, JaeHong Park, and Junghee Lee</i> Complete Research: The Kiva Promise: Leveraging Crowdfunding for Microfinance Success <i>Shenwei Huang, Ming Fan, Lei Wang, and Jonathan Zhang</i> Research-in-Progress: The Challenges and Countermeasures of Blockchain Finance and Economics <i>Haiqiang Zhang, Rong Du, Yang Zheng, and Shizhong Ai</i>
	<b>Session 1b. Data &amp; Analytics (Room 209)</b> <b>Session Chair: Abhishek Kathuria (Indian School of Business)</b> Complete Research: An Empirical Investigation of Analytics Capabilities in the Supply Chain <i>Thiagarajan Ramakrishnan, Abhishek Kathuria, and Jiban Khuntia</i> Complete Research: Deep Learning from Multiple Sources of Data: Applications in Precision Medicine <i>Yu-Wei Lin and Michael J. Shaw</i> Complete Research: Finding Real-life Doppelgangers on Campus with MTCNN and CNN-based Face Recognition <i>Jingjing Ye and Yilu Zhou</i> Research-in-Progress: Cross-Lingual Patent Retrieval Based on Word Embedding <i>Chia-Hsuan Chang, Deng-Neng Chen, and Chiayu Lai</i>
	<b>Session 1c. Managing Projects (Room 211)</b> <b>Session Chair: Arvind Tripathi (University of Auckland)</b> Complete Research: Managing Cloud Computing Across the Product Lifecycle: Development of a Conceptual Model <i>Timo Puschkasch and David Wagner</i> Complete Research: Antecedents of Different Social Network Structures on Open Source Projects Popularity <i>Shahab Bayati and Arvind Tripathi</i> Complete Research: Controlling Risk from Design Changes in Chinese Prefabricated Construction Projects: An Empirical Investigation <i>Juan Du, Jiajun Zhang, Yifei Gu, and Vijayan Sugumaran</i>

10:20-10:35	<b>Coffee Break</b>
10:35-11:45	<b>Session 2a. Consumer Behavior (Room 200)</b> <b>Session Chair: Horst Treiblmaier (MODUL University Vienna)</b> Complete Research: The Influence of Deal Number and Other's Choice on Consumers' Decisions in Social Coupon Referral Program: A Social Influence Perspective <i>Xue Bai and Dan Ke</i> Research-in-Progress: 15 minutes Complete Research: The Impact of Blockchain on Medical Tourism <i>Abderahman Rejeb, John Keogh, and Horst Treiblmaier</i> Research-in-Progress: Overcoming the Hurdle of Self-Improvement: Empirical Research on Procrastination Patterns and Goal Types <i>Cho I Kim, Seung Jong Lee, and JaeHong Park</i> Research-in-Progress: Social Influence in MOBA Game Business: The Tangle of Long and Short-term Relations <i>Sijia Zhou, Yidi Liu, Xin Li, Yong Tan, Wenqing Lin, Xu Cheng, Zeng Zhao, and Ligang Chen</i>
	<b>Session 2b. Organizational and Societal Issues (Room 209)</b> <b>Session Chair: Dongwon Lee (Hong Kong University of Science and Technology)</b> Complete Research: Examining Organizational Open Innovation Search: The Interplay of Innovation Orientation and Information Technology <i>Tingru Cui</i> Complete Research: Influence of Ownership and Management on IT Investment in Indian Family Firms <i>Xue Ning, Prasanna Karhade, Abhishek Kathuria, and Jiban Khuntia</i> Research-in-Progress: An Investigation of Privacy Concern Transfer in the On-demand Services Enabled by Perceived Entitativity and Co-presence <i>Chenwei Li and Patrick Chau</i> Research-in-Progress: The Air Up There? The Effects of Air Pollution on Sales Promotions and Channel Use across Online and Offline Retail <i>Jaehoon Jeong, Dongwon Lee, and Anand Gopal</i>
	<b>Session 2c. e-Platforms and Sharing Economy (Room 211)</b> <b>Session Chair: Honghui Deng (University of Nevada at Las Vegas)</b> Complete Research: The Competition and Cooperation Strategies of Duopoly E-retaining Platforms <i>Honghui Deng, Man Wang, Gaoyan Lyu, and Keong Leong</i> Research-in-Progress: Understanding Positive Biased Reviews in Airbnb: What People Write in Airbnb Reviews and What People Get from Airbnb Reviews <i>Yesong Choe, Jaehwan Lee, and Byungjoon Yoo</i> 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 <i>Maomao Chi, Meiyu Pan, Xinyuan Lu, and Hui Chen</i>

11:45-13:15	<b>Workshop Lunch and Award Announcements (Room 200)</b>
13:15-14:00	<b>Plenary Session: Keynote Speech – The Information Systems (Business Informatics?) Discipline in the German Speaking Area (Room 200)</b> <i>Thomas Hess (Director, Institute for Information Systems and New Media, LMU Munich)</i>
14:00-15:00	<b>Plenary Session: Panel – WEB for Better Data (Room 200)</b> <b>Moderator:</b> <i>Chris S. Langdon (Data Analytics Executive and Scientist, Deutsche Telekom and Peter Drucker School of Management)</i> <b>Panelists:</b> <i>Nadine Brehm (Data &amp; AI Sales Leader Germany/Austria/Swiss, IBM)</i> <i>Thomas Hausch (Chief Operating Officer, Sono Motors)</i> <i>Peter Bruhn (VP Digital Transformation, Takkt AG)</i>
15:00-15:15	<b>Coffee Break</b>
15:15-16:15	<b>Session 3a. Advertising (Room 200)</b> <b>Session Chair: Francesco Balocco (Erasmus University Rotterdam)</b> Complete Research: LemonAds: Impression Quality in Programmatic Advertising <i>Francesco Balocco and Ting Li</i>  Complete Research: Social Media or Website? Research on Online Advertising Type Based on Evolutionary game <i>Xiang He, Li Li, Hua Zhang, and Xingzhen Zhu</i>  Complete Research: Platform Discount Decision, Seller Pricing and Advertising Investment in the Shopping Festival Based on Two-sided Market Theory <i>Hua Zhang, Li Li, Xiang He, and Xingzhen Zhu</i>
	<b>Session 3b. Social Networks (Room 209)</b> <b>Session Chair: Rodrigo Belo (Erasmus University)</b> Complete Research: How Social Networks Dynamics can affect Collaborative Decision Making on Crowdfunding Platforms <i>Yanni Hu and Karl Lang</i>  Complete Research: Knowledge Sharing in Online Smoking Cessation Communities: A Social Capital Perspective <i>Chenglong Li, Hongxiu Li, Yong Liu, and Reima Suomi</i>  Complete Research: Fruitful Attraction: Attention Signals and Users Engagement in Online Dating Platforms <i>Agnieszka Kloc, Rodrigo Belo, and Ting Li</i>
	<b>Session 3c. Innovative Business Models &amp; Practices (Room 211)</b> <b>Session Chair: Thomas Krause (Munich Business School)</b> Complete Research: Business Model Configuration <i>Thomas Krause and Heiko Seif</i>  Complete Research: Creating a Data Factory for Data Products - Practice Oriented Research <i>Chris Langdon and Riyaz Sikora</i>

	Complete Research: A Taxonomy of UGC Applications <i>Tien Nguyen and Arvind Tripathi</i>
16:15-16:30	<b>Session Break</b>
16:30-17:25	<b>Session 4a. Apps &amp; Streaming Services (Room 200)</b> <b>Session Chair: Yan Lin (Shenzhen University)</b> Complete Research: Empathy and Engagement in Live Streaming <i>Yan Lin, Dai Yao, and Xingyu Chen</i>  Complete Research: The Service Must Go on: An Empirical Study on the Effect of Mobile Application Spin-Off <i>Elia Rho, Dongwon Lee, and Jiye Baek</i>  Research-in-Progress: Who Picks Cherries? Understanding Consumers' Cherry Picking Behavior in Online Music Streaming Services <i>Changkeun Kim, Jaehwan Lee, and Byungjoon Yoo</i>
	<b>Session 4b. Online Contents (Room 209)</b> <b>Session Chair: Dongsong Zhang (University of North Carolina at Charlotte)</b> Complete Research: Language Alternation in Online Communication with Misinformation <i>Lina Zhou, Jaewan Lim, Hamad Alsaleh, Dongsong Zhang, and Jieyu Wang</i>  Research-in-Progress: Get Your Report a Thumb-up: Modelling the Usefulness of the Online Free Product Trial Reports <i>Jingxuan Cai, Jiang Wu, and Dan Ke</i>  Research-in-Progress: The Value of Free Content on Social Media: Evidence from Equity Research Platforms <i>Tianyou Hu, Arvind Tripathi, and Henk Berkman</i>
	<b>Session 4c. Cross-border e-Commerce (Room 211)</b> <b>Session Chair: Hongxiu Li (Tampere University)</b> Complete Research AHP-FCE Evaluation of Cross-border E-commerce Supply Chain Performance for Xi'an International Inland Port <i>Guo-Ling Jia</i>  Research-in-Progress: Knowledge Domain and Emerging Trends in Cross-border E-commerce Coordination Mechanism Based on CiteSpace Analysis <i>Shan Du and Hua Li</i>  Research-in-Progress: Can Combined Shipment for Cross-border Online Shopping be a Gimmick? The Impact of International Shipping Policy on Customers' Purchase <i>Jin Seon Choe, Sujin Lee, and Seung Hyun Kim</i>
17:30	<b>Workshop Closing</b>

## Overview

Time	Event
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	Sessions 3A - 3C
16:15 - 16:30	Session Break
16:30 - 17:25	Sessions 4A - 4C
18:00 - 18:30	Transport to the restaurant
18:30 - 21:00	Workshop Dinner
21:00 - 21:30	Transport to ICIS hotel

## 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)