

The Fourteenth Wuhan International Conference on E-Business (WHICEB2015)

第十四届武汉电子商务国际会议



Lakeview Garden Hotel

湖滨花园酒店

Wuhan, China
中国 武汉

June 19- June 21, 2015
2015年6月19日-6月21日

Part I. Conference Program

Part II. Panel and Presentation Schedule

Conference Overview 日程总览

Registration 注册签到

June 18, 2015 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 19, 2015 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 20, 2015 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

Friday-June 19th, 2015, Graduate Students' Workshop in IS and E-business 信息系统与电子商务博士生论坛

Time/Room	Panel/Presentation	Room
6/19/2015 08:30-12:00	Faculty Presentations 学术演讲	China University of Geosciences, East Campus, Bajiao Building 中国地质大学东区, 八角楼会议厅
6/19/2015 13:30-16:45	Students Presentations and Faculty Comments 论文宣读与专家点评	

Saturday-June 20th, 2015, Main Conference Day 1

Time/Room	Panel/Presentation	Room
6/20/2015 09:00-12:00	1-Opening 开幕式 2-Best Paper Announcement 宣布最佳论文 3-Keynote Address 主题报告	Third floor, Guanhu building, Lake View Garden Hotel 湖滨花园酒店 观湖楼 3楼
6/20/2015 13:30-17:50	<i>Electronic Markets</i> Special Issue Workshop Electronic Markets 专刊研讨会	Room1, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第1会议室
	Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文	Room 2—4, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第2-4会议室

Sunday-June 21th, 2015, Main Conference Day 2

Time/Room	Panel/ Presentation	Room
6/21/2015 08:30-10:00	China Association for Information Systems (CNAIS)Session 信息系统协会中国分会专题研讨会	Room1, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第1会议室
6/21/2015 10:15-12:00	IT Service Session IT 服务专题研讨会	
6/21/2015 13:30-17:50	Special Address and Concurrent Sessions for Paper Presentation 特邀报告和分会场宣读论文	Room1-2, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第1-2会议室
6/21/2015 15:40-17:50	Guidance for Recommended Papers to Sponsored Journals 会议录取的推荐期刊论文辅导专题会	Room2, Third floor, Fuman Building, Lake View Garden Hotel 湖滨花园酒店 福满楼 3楼 第2会议室

The Fourteenth Wuhan International Conference on E-Business(WHICEB2015)

June19th- June 21th, 2015
Lake View Garden Hotel , Wuhan, China

Part I. Conference Program

Registration 注册签到

June 18, 2015

🕒 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 19, 2015

🕒 14:30-18:30 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

June 20, 2015

🕒 07:30-12:00 Lobby of Lake View Garden Hotel 湖滨花园酒店大堂

Friday-June 19, 2015

Graduate Students' Workshop in IS and E-business

信息系统与电子商务博士生论坛

Venue: China University of Geosciences, East Campus, Bajiao Building

中国地质大学东区, 八角楼会议厅

Chair- *Weiguo Fan*, Professor, Virginia Polytechnic Institute and State University, USA

🕒 8:30-8:50 **O**pening comments – **Weiguo Fan**, Professor, Virginia Polytechnic Institute and State University, USA

🕒 8:50-9:40 **F**aculty Presentations I

– *Title*: Computational Intelligence in Marketing Research

Yunkun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology, China

🕒 9:40-10:00 **B**reak

🕒 10:00-10:50 **F**aculty Presentations II

– *Title*: 大数据背景下 outlier 数据分析问题与研究方法探索

Huosong Xia 夏火松, Professor, Wuhan Textile University, China

🕒 10:50-11:40 **F**aculty Presentations III

- **Title:** Overview of Social Media Analytics: An Example of Mining Product Defects for Quality Management

Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA

🕒 12:00-13:15 **Lunch**

🕒 13:15-15:15 **Students Presentations and Faculty Comments**

- **Title:** Co-citation and Co-word Analysis to Identify Core and Emerging Knowledge of Mobile Commerce Research in China

Xianrong Duan, Pengwei Zhao, Wei Liu, and Chunxiu Qin, School of Economics and Management, Xidian University, China

- **Title:** The personalization-privacy paradox on the adoption of IT-enabled personalization: The role of individual's privacy and emotion dispositions

Qi Chen, Yuqiang Feng and Luning Liu, School of Management, Harbin Institute of Technology, China

- **Title:** Impacts of Espoused National Cultural Values on Green Awareness and Innovation Plan in IT Firms: An Empirical Study in China

Zhe Chi, and Rong Du, School of Economics and Management, Xidian University, China

🕒 15:15-15:30 **Break**

🕒 15:30-16:45 **Panel Discussion –Analytics in the Big Data Era**

Chair: Professor Weiguo Fan

Panelists: Professor Yukun Bao and Huosong Xia

Main Conference -Day 1 (Saturday-June 20, 2015)

Venue: Lake View Garden Hotel (湖滨花园酒店)

🕒 09:00-9:30 **Opening 开幕式 (Third floor ,Guanhu building, 观湖楼 3楼)**

Chair- **Jing Zhao** 赵晶, Co-Chair, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences(CUG)

致词:

Welcome – **Jinhua Cheng** 成金华, Deputy Secretary of Party Committee, China University of Geosciences

Welcome – **Bernard C.Y. Tan**, the 15th President of the Association for Information Systems(AIS), Professor of National University of Singapore, Singapore

Welcome – **Juergen Seitz**, Co-Chair, Baden-Württemberg Cooperative State University, Heidenheim, Germany

Welcome – *Liang Yan* 严良, Dean of School of Economics and Management of CUG

🕒 09:30-09:50 **Group photo taking** 合影

🕒 09:50-10:00 **Best paper announcement** 宣布最佳论文
(Third floor ,Guanhu building, 观湖楼 3 楼)

Chair- *Juergen Seitz*, Co-Chair, Baden-Württemberg Cooperative State University,
Heidenheim, Germany

🕒 10:00-12:00 **Keynote Address** 主题报告 (Third floor ,Guanhu building, 观湖楼 3 楼)

Chair- *Doug Vogel*, Professor, Harbin Institute of Technology, China

– **Title:** E-Business Research in the Era of Big Data and Social Media

Yong Tan, Neal and Jan Dempsey Professor of Information Systems at the Michael G.
Foster School of Business, University of Washington, USA, & Chang Jiang
Scholar Chair Visiting Professor at the School of Economics and Management,
Tsinghua University

– **Title:** Browsing versus Purchasing: Hierarchical Pattern Analysis of Clickstream Data

Bernard C.Y. Tan, Professor, Vice Provost at the National University of Singapore (NUS),
Shaw Professor of Information Systems at NUS,.

🕒 12:00-13:30 **Lunch** 午餐

🕒 13:30-17:50 **Electronic Markets Special Issue Workshop**
(Room1, Third floor, Fuman Building)

Electronic Markets 期刊专刊研讨会(福满楼 3 楼 1 会议室)

Theme of Workshop: Special Issue on Service Oriented E-business Development

Chair- *Doug Vogel*, Professor, Harbin Institute of Technology, China

Guest Editors and Invited Professors:

Doug Vogel, Professor, Harbin Institute of Technology, China

Yong Tan, Professor, University of Washington, USA

Bernard C.Y. Tan, Professor, National University of Singapore, Singapore

Jing Zhao, Professor, China University of Geosciences, China

Jianqing Chen, Associate Professor, University of Texas at Dallas, USA

Zhen Zhu, Associate Professor, China University of Geosciences, China

Time	Title	Presenter	Comments
13:30-13:50	Introduction of Special Issue on Service Oriented E-business Development	<i>Doug Vogel</i> Harbin Institute of Technology	—
13:50-15:20	The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment	<i>Christopher Furner</i> East Carolina	<i>Bernard C.Y. Tan</i>

		University, U.S.A	
	The Influence of Relationships on Inter-Organizational Information Systems Usage and Supply Chain Performance	<i>Xiang Wan</i> Renmin University of China	<i>Doug Vogel</i>
	Research of the Impact of Firm's Network on the Growth of B2B2C E-commerce Firm	<i>Ting Shao</i> Xiamen University, China	<i>Doug Vogel</i>
	Relationship between design elements and performance in online innovation contests: Contest sequence is moderator?	<i>Liwei Wang</i> Jiangsu University of Science and Technology, China	<i>Yong Tan</i>
	How does online reputation influence the sales: an empirical study of mobile phone market	<i>Jiayin Qi</i> Beijing University of Posts and Telecommunications, China	<i>Yong Tan</i>
15:20-15:40	Coffee Break		
15:40-17:50	Cocreate Model: A Service-Dominant Logic Model for Online Complaint Handling	<i>Siyu Luo</i> Huazhong University of Science and Technology, China	<i>Bernard C.Y. Tan</i>
	Is Co-creation service recovery really effective : Based on the perspective of initiation	<i>Ruihuan Su</i> Zhongnan University of Economics and Law Economics, China	<i>Yong Tan</i>
	Effecting of Customer Satisfaction on Social Business Behavior: under the Moderating Role of Economic Incentive and Social value	<i>Gaoshan Wang</i> Shandong University of Finance and Economics, China	<i>Bernard C.Y. Tan</i>
	An exploratory investigation on user motivations for following enterprise micro-blogging	<i>Zhongyun Zhou</i> Tongji University, China	<i>Doug Vogel</i>
	Search Engine Marketing in E-mail Industry: Analyzing the Keyword Strategy	<i>Geng Zhang</i> Xiamen University, China	<i>Jianqing Chen</i>
	Research on Revenue Share Contract under BOPS Mode	<i>Yongmei Liu</i> Central South University, China	<i>Jianqing Chen</i>
	The personalization-privacy paradox on the adoption of IT-enabled personalization: From a service value perspective	<i>Qi Chen</i> Harbin Institute of Technology, China	<i>Bernard C.Y. Tan</i>

- 🕒 13:30-15:20 **Special Address and Concurrent Sessions for Paper Presentation**
(Room2—Room4, Third floor, Fuman Building)
特邀报告与分会场宣读论文（福满楼 3 楼 2-4 会议室）
- 🕒 15:20-15:40 **Coffee Break** 休息
- 🕒 15:40-17:50 **Special Address and Concurrent Sessions for Paper Presentation**

(Room2—Room4, Third floor, Fuman Building)
特邀报告与分会场宣读论文 (福满楼 3 楼 2-4 会议室)

- 🕒 18:10 **Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)**
步行至艳阳天酒店(湖滨花园酒店西侧)
- 🕒 18:30-19:30 **Reception 欢迎宴会**

Main Conference -Day 2 (Sunday-June 21, 2015)

Venue: Lake View Garden Hotel (湖滨花园酒店)

- 🕒 08:30-10:00 **China Association for Information Systems (CNAIS) Session**
信息系统协会中国分会专题研讨会
(Room1, Third floor, Fuman Building, 福满楼 3 楼 1 会议室)
Theme of Session: The Frontier of Electronic Business Research: Capability, Coordination, and Applications
Chair- *Shan Wang*, Associate Professor, School of Business, Renmin University of China
Speakers:
 - **Title:** Designing Cost-Effective Telecamps for Developing Countries
Xixi Li, Assistant Professor, School of Economics and Management, Tsinghua University, China
 - **Title:** Small and Medium Sized Manufacturer Performance on Third Party B2B Electronic Marketplaces: the Role of Enabling and IT Capabilities
Shan Wang, Associate Professor, School of Business, Renmin University of China,
 - **Title:** Optimal Coordination in Distributed Software Development
Hao Xia, Associate Professor, School of Management, Harbin Institute of Technology, China
- 🕒 10:00-10:15 **Coffee Break 休息**
- 🕒 10:15-12:00 **IT service session IT 服务专题研讨会**
(Room1, Third floor, Fuman Building, 福满楼 3 楼第 1 会议室)

Theme of Session: Economics of IT services

Chair: *Dan Ma*, Singapore Management University

Part A: Introduction of PhD/Post-Doc Application

- **Title:** Seven Lessons before You Become An Assistant Professor
Xixi Li, Assistant Professor, School of Economics and Management, Tsinghua University, China

Dan Ma, Assistant Professor, School of Information Systems, Singapore Management University, Singapore

Xitong Guo, Professor, School of Management, Harbin Institute of Technology, China

Part B: Research Presentation

- **Title:** Competition between Perpetual Software and Software as a Service
Dan Ma, Assistant Professor, School of Information Systems, Singapore Management University, Singapore
- **Title:** Exploring the influence of the online physician service delivery process on patient satisfaction
Xitong Guo, Professor, School of Management, Harbin Institute of Technology, China

🕒 12:00-13:30 **Lunch** 午餐

🕒 13:30-15:20 **Special Address and Concurrent Sessions for Paper Presentation**
(Room1—Room2, Third floor, Fuman Building)
特邀报告与分会场宣读论文 (福满楼 3 楼 1-2 会议室)

🕒 15:20-15:40 **Coffee Break** 休息

🕒 15:40-17:50 **Special Address and Concurrent Sessions for Paper Presentation**
(Room1, Third floor, Fuman Building)
特邀报告与分会场宣读论文 (福满楼 3 楼第 1 会议室)

🕒 15:40-17:50 **Guidance for Recommended Papers to Sponsored Journals**
会议录取的推荐期刊论文辅导专题会
(Room2, Third floor, Fuman Building, 福满楼 3 楼第 2 会议室)

Chair: *Wilfred V Huang*, Professor, Alfred University, U.S.A.

Speakers:

- **Title:** Topics and trends in publication in Electronic Commerce
J. Christopher Westland, Professor, University of Illinois at Chicago, USA

Faculty Participants:

J. Christopher Westland, Professor, University of Illinois at Chicago, USA

Wilfred V Huang, Professor, Alfred University, U.S.A.

Juergen Seitz, Professor, Baden-Württemberg Cooperative State University ,
Heidenheim, Germany

Zhen Zhu, Associate Professor, China University of Geosciences

Author Participants: Authors of recommended papers in WHICEB 2015

Description: This is a session for the authors of recommended papers in WHICEB 2015

meeting with several editorial board members. The editorial board members will discuss the paper with each participant, giving each a feedback on constructive ideas and plans to enhance their papers for publication.

- 🕒 **18:10 Leaving for Reception in Sunsky(艳阳天) Restaurant(The west of the hotel)**
步行至艳阳天酒店(湖滨花园酒店西侧)
- 🕒 **18:30-19:30 Dinner Closing Address 闭幕致词**
Paul Tu, SCHULICH School of Engineering, University of Calgary, Canada

Part II Panel and Presentation Schedule

Panel Schedule

Presentation Session Topics

Time	Room1	Room2	Room3	Room4
6/20/2015 13:30-15:20	—	Digital Service and Integration	Platform Strategy and Innovation	Emerging IT Applications
6/20/2015 15:40-17:50	—	Electronic Commerce and Market Mechanism	Social Network	IS Strategy and Organizational Impacts
6/21/2015 13:30-15:20	Digital Business Model	Social Media and Mobile Service	—	—
6/21/2015 15:40-17:50	Knowledge Discovery in Business	—	—	—

Rooms 1-4, Third floor, Fuman Building (福满楼 3楼, 第 1-4 会议室)

Presentation Session Co-Chairs 会场主席

Time	Room1	Room2	Room3	Room4
6/20/2015 13:30-15:20	—	1-Wilfred V Huang Alfred University, U.S.A 2-Hao Lou Ohio University, U.S.A	Xinlin Tang Florida State University, U.S.A	Xixi Li Tsinghua University China
6/20/2015 15:40-17:50	—	1-Bob Carasik Wells Fargo Bank, U.S.A 2-Shan Wang Renmin University of China	1-Dan Ma, Singapore Management University, Singapore 2-Jianping Peng Sun Yat-sen University, China	Juergen Seitz Baden-Württemberg Cooperative State University, Germany
6/21/2015 13:30-15:20	1-Yong Pan Henan University of Economics and Law, China 2-Paul Tu University of Calgary, Canada	1-Xitong Guo Harbin Institute of Technology, China 2-Jianqing Chen University of Texas at Dallas, U.S.A	—	—
6/21/2015 15:40-17:50	1- Christopher Furner East Carolina University, U.S.A 2- Hao Xia Harbin Institute of Technology, China	—	—	—

Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)

Special Addresses

分会场特邀报告

Rooms 1-4, Third floor, Fuman Building (福满楼 3 楼, 第 1-4 会议室)

Time	Presenter	Title	Room
6/20/2015 13:30-14:00	<i>Hao Lou</i> Professor, Ohio University, U.S.A	Herding Behavior in Online Microloan Markets: Evidence from China	Room2
	<i>Xinlin Tang</i> Associate Professor, Florida State University, U.S.A	The Effect of Integration Capabilities with Channel Distributors on Agility Performance in Emerging Markets	Room3
6/20/2015 15:40-16:10	<i>Shan Wang</i> Associate Professor, Renmin University of China	How do IT Competence, Organizational Agility and Entrepreneurial Actions Coevolve: The Case of Entrepreneurial Etailers on Ecommerce Platforms	Room2
	<i>Christopher Furner</i> Assistant Professor East Carolina University, U.S.A	The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment	Room3
6/21/2015 13:30-14:00	<i>Paul Tu</i> Professor, University of Calgary, Canada	Study and Prospects: Adaptive Planning and Control of Supply Chain in One-of-a-kind Production	Room1
6/21/2015 15:40-16:10	<i>Jianqing Chen</i> Associate Professor, University of Texas at Dallas, U.S.A	User-Generated Content and Competing Firms' Product Design	Room1

Paper Presentations

June 20- ROOM 3 Third floor, Fuman Building

福满楼三楼，第2会议室

Theme: Digital Service and Integration

Co-Chairs: Wilfred V Huang, Alfred University, U.S.A

Hao Lou, Ohio University, U.S.A

Time	Paper Title	Presenter	Paper ID
13:30	Herding Behavior in Online Microloan Markets: Evidence from China	<i>Hao Lou</i>	Special Address
14:00	Study on Core Values of Smart Tourism and Empirical Research Based on Tourist Perception	<i>Jianuo Liu</i>	51
14:20	How Service Guarantee Induces Customer Opportunistic Behavior in Online Environment —The Moderating Role of Customers' Personal Characteristics and Reference Group's Relationship Strength	<i>QianLi</i>	72
14:40	The Role of Integrative Leadership in the Transformation Process of Public Services Delivery: From the Perspective of IS Strategy Triangle Theory	<i>Jingrui Ju</i>	96
15:00	Research on Quality Evaluation of Group Buying Websites based on DEA and Fuzzy Comprehensive Evaluation	<i>Yanqing Wu</i>	83
15:20	Coffee Break		

Theme: Electronic Commerce and Market Mechanism

Co-Chairs: Bob Carasik, Wells Fargo Bank, U.S.A

Shan Wang, Renmin University of China

Time	Paper Title	Presenter	Paper ID
15:40	How do IT Competence, Organizational Agility and Entrepreneurial Actions Coevolve: The Case of Entrepreneurial Etailers on Ecommerce Platforms	<i>Shan Wang</i>	Special Address
16:10	Research of the Impact of Firm's Network on the Growth of B2B2C E-commerce Firm	<i>Ting Shao</i>	141
16:30	* Best Paper Nomination Strategic IT Investment of B2B E-commerce Platform Considering the Variable Investment Cost	<i>Qiaosheng Shi</i>	145
16:50	How to Counteract Negative Effect of Adverse Selection in Chinese E-Commerce Market? Comparative Analysis on Credit Scoring System and Guarantee System of TAOBAO	<i>Yong Pan</i>	98
17:10	A Consumption Characteristics Model of the Customer in Incomplete Information Situation in E-commerce	<i>Zhijie Chen</i>	147
17:30	Reputation and pricing strategies in online market	<i>Min Xu</i>	173

June 20- ROOM 2 Third floor, Fuman Building

福满楼三楼，第3会议室

Theme: Platform Strategy and Innovation

Co-Chair: Xinlin Tang, Florida State University, U.S.A

Time	Paper Title	Presenter	Paper ID
13:30	The Effect of Integration Capabilities with Channel Distributors on Agility Performance in Emerging Markets	<i>Xinlin Tang</i>	Special Address
14:00	The Research on the Advertisement Managerial Mechanisms of Search Ads Platform: Comparison between Business Search and Community Search Ads	<i>Hui Yan</i>	84
14:20	Customer Awareness of Internet Banking Security in China	<i>Ruilin Zhu</i>	171
14:40	Research on the Challenges and Business Model Innovation of Online Travel Booking in the New Normal Economy —Based on the Creating Customer Theory	<i>Wei Zuo</i>	107
15:00	Relationship between Design Elements and Performance in Online Innovation Contests: Contest Sequence is Moderator?	<i>Liwei Wang</i>	50
15:20	Coffee Break		

Theme: Social Network

Co-Chairs: Dan Ma, Singapore Management University, Singapore

Jianping Peng, Sun Yat-sen University, China

Time	Paper Title	Presenter	Paper ID
15:40	The Influence of Information Overload on the Development of Trust and Purchase Intention Based on Online Product Reviews in a Mobile vs. Web Environment: A Research Proposal	<i>Christopher Furner</i>	Special Address
16:10	Effects of Social Ties and Interdependence on Social Network Game Player Behavior	<i>Lin Qiu</i>	87
16:30	User Adoption of Location Sharing Services on Social Networking Platforms: an experimental study	<i>Xuemei Zhang</i>	105
16:50	Containment of Rumors under Limit Cost Budget in Social Network	<i>Caoyang Chun</i>	108
17:10	Correlation between marketing channel and relationship marketing of online social network	<i>Jiangao Deng</i>	86
17:30	B2C E-commerce Logistic Channel Selection in China	<i>Jiashi Liu</i>	168

June 20- ROOM 3 Third floor, Fuman Building

福满楼三楼，第4会议室

Theme: Emerging IT Applications

Co-Chairs: Xixi Li, Tsinghua University, China

Time	Paper Title	Presenter	Paper ID
13:30	Long-term Data Security Challenges Using Cloud Storage Services	<i>Juergen Seitz</i>	144
13:50	Research on Key Success Factors Model for Innovation Application of Internet of Things with Grounded Theory	<i>Jiangping Wan</i>	109
14:10	Exploring Users' Adoption of MOOCs from the Perspective of the Institutional theory	<i>Yuhao Yang</i>	137
14:30	Study on E- Business Platform of electric enterprise group based on the perspective of system Synergy	<i>Shirong Liu</i>	165
14:50	Use of Digital Opportunitites by Italian Hospitality SMEs	<i>Maria Antonella Ferri</i>	129
15:20	Coffee Break		

Theme: IS Strategy and Organizational Impacts

Co-Chairs: Juergen Seitz, Baden-Württemberg Cooperative State University, Germany

Time	Paper Title	Presenter	Paper ID
15:40	The Gender Differences in the Effect of Two-sidedness E-WOM Presentation Order on Product Attitude	<i>Jie Gong</i>	74
16:00	* Best Paper Nomination The Influence of Relationships on Inter-Organizational Information Systems Usage and Supply Chain Performance	<i>Xiang Wan</i>	122
16:20	IOT-enabled Quality Management Process Innovation and Analytics in China's Dairy Industry: A Data Flow Modeling Perspective	<i>Qi Chen</i>	142
16:40	Research on Incubation Performance Influence Factors of China Information Technology Business Incubators with Grounded Theory	<i>Jiangping Wan</i>	101
17:00	Balancing Exploitation and Exploration for Strategic Flexibility in IT-enabled Business Model Transformation of Traditional Enterprises: An Ambidextrous Perspective	<i>Qi Chen</i>	143
17:20	Research on the Formation Mechanism of Multichannel Retailer Loyalty Based on Experience Spillover and Channel Reciprocity	<i>Liuyan Xu</i>	123
17:40	Swarm Intelligence Optimization Algorithms and Their Applications	<i>Yanqing Wu</i>	170

June 21- ROOM 3 Third floor, Fuman Building

福满楼三楼，第1会议室

Theme: Digital Business Model

Co-Chairs: Yong Pan, Henan University of Economics and Law, China

Paul Tu, University of Calgary, Canada

Time	Paper Title	Presenter	Paper ID
13:30	Study and Prospects: Adaptive Planning and Control of Supply Chain in One-of-a-kind Production	<i>Paul Tu</i>	Special Address
14:00	E-Commerce Oriented Human-Computer Negotiation Strategy Model	<i>Mukun Cao</i>	93
14:20	Value Co-creation based Service Recovery for Online Complaint: Model Design and Simulation Analysis	<i>Siyu Luo</i>	52
14:40	An Empirical Study On The Factors Affecting The Effectiveness Of Internal Control Of listed Corporation -Based On The Perspective Of Corporate Governance	<i>Li Ga</i>	58
15:00	Research on Knowledge Organization Process Based on Knowledge Unit	<i>Xukan Xu</i>	166
15:20	Coffee Break		

Theme: Knowledge Discovery in Business

Co-Chairs: Christopher Furner, East Carolina University, U.S.A

Hao Xia, Harbin Institute of Technology, China

Time	Paper Title	Presenter	Paper ID
15:40	Trust and Knowledge Sharing in Virtual Teams: the Case of China	<i>Michael Zhang</i>	160
16:00	Analysis on the Effects of Promoting Employment From the Unemployment Insurance System in China	<i>Hongping Zheng</i>	95
16:20	Network Structure and Creativity of Employees under HR Multi-model Form	<i>Taiye Luo</i>	90
16:40	The Role of Social Capital and Shared Mental Model in Virtual R&D Teams	<i>Chunjie Xiang</i>	121
17:00	An IT Professional Talents Training Model in Colleges Based on Animal Cell Structure	<i>Ruijun Zhang</i>	36
17:20	Collaborative Filtering Recommendation Method Based on User Classification	<i>Ting Zhu</i>	62
17:40	An Improved K-means Algorithm and Its Application for Assessment of Culture Industry Listed Companies	<i>Haibo Sun</i>	169

June 21- ROOM 3 Third floor, Fuman Building

福满楼三楼，第2会议室

Theme: Social Media and Mobile Service

Co-Chairs: Xitong Guo, Harbin Institute of Technology, China

Jianqing Chen, University of Texas at Dallas, U.S.A

Time	Paper Title	Presenter	Paper ID
13:30	User-Generated Content and Competing Firms' Product Design	<i>Jianqing Chen</i>	Special Address
14:00	A Pilot Exploration On Consumers' Attitudes Towards Mobile Advertising In Sri Lanka	<i>Vilasini Se Silva</i>	126
14:20	* Best Paper Nomination An Empirical Study on Continuance Using Intention of Mobile Social Apps	<i>Hong Hong</i>	49
14:40	Users' Continuance Intention of Mobile Check-In service	<i>Wen Shen</i>	38
15:00	Based on Linear Regression Model to Analyze the Trend of Predicted Replies	<i>Shumeng Liao</i>	61
15:40	Coffee Break		

China University of Geosciences, East Campus, Bajiao Building

Venue of Graduate Students' Workshop in IS and E-business



Lakeview Garden Hotel

Venue of Main Conference

