

# WITS 2017 PROGRAM SCHEDULE

DECEMBER 13, 2017	
5:30 – 7:30 PM	Pick-up Registration Material
6:00 – 8:00 PM	<p>Welcome Reception (Joint with WISE) at <b>Sono Felice</b></p> <p>#3F, 22 City Airport, Teheran-ro 87-gil  Gangnam-gu, Seoul, Korea (159-6, Samseong 1-dong)  TEL: 02-2222-7401~5  <a href="https://www.sonofeliceconvention.com/homeMain.sc">https://www.sonofeliceconvention.com/homeMain.sc</a></p>
DECEMBER 14, 2017	
8:00 – 8:30 AM	Registration, Networking with Coffee & Tea
8:30 – 8:40 AM	Welcome Remarks and Logistics
8:40 – 9:30 AM	<p>Keynote by Professor Sang Kyun Cha  Director, SNU Big Data Institute</p> <p>Seoul National University</p>
9:30 – 9:45 AM	Break
9:45 – 11:00 AM	<p>Session 1A</p> <p>Buomsoo Kim and Jinsoo Park, Identifying Semantically Similar Questions in Social Q&amp;A Communities – An Entity Resolution Approach</p> <p>Jingjing Li, Yong Ge, Kevin Hong, Amar Cheema and Bin Gu, Textual Review Dimensionality and Helpfulness: A Multi-Method Study</p> <p>Berend Dumas and Konstantina Valogianni  Are Customer Satisfaction Patterns Better Explained using Classic Hotel Industry Characteristics? A Different View on Sentiment and Topic Analysis in Hotel Reviews</p>
	<p>Session 1B</p> <p>Nir Shlomo, Tsipi Heart, Ofir Ben-Assuli and Robert Klempfner, CHF Readmission and Mortality Prediction: The Power of Comprehensive Health IT</p>

	<p>Wenli Zhang and Sudha Ram, Are Electronic Nicotine Delivery Systems (ENDS) a Safe Substitute for Cigarettes Among Asthma Patients: A Social Media Based Analysis</p> <p>Malte Ganssaug and Rema Padman, Dynamic Bayesian Network for Mortality Risk Prediction using Dialysis Patient Data</p>
	<p>Session 1C</p> <p>Rotem Blinder, Peter Bak, Guy Gonen, Ofer Biller and Adir, Even Exploratory Visualization of Database Users Activity for Cyber Security Management</p> <p>Yun-Sik Choi, Shu He, Gene Moo Lee, Chung Man Leung, Andrew Whinston and Yunhui Zhuang, A Pan-Asian Field Experiment of Organizational Awareness to Information Security and Preparedness Against Cybercrime; <b><u>Best RIP Paper Nominee</u></b></p> <p>Padmal Vitharana, Hemant Jain and Masoud Yasai, Microservices for Developing Application Systems</p> <p>Shahab Bayati and Arvind Tripathi, Analysis of Open Source Software Projects Popularity among Developers</p> <p>Anup K Sen and Amitava Bagchi, Incremental Solutions to Online XOR Multi-Item Multi-Unit Combinatorial Auctions for Information Feedback</p>
11:00-11:15 AM	Break
11:15 – 12:20	<p>Session 2A</p> <p>Kartik Hosanagar and Alex Miller, Improving Recommender Diversity with Probabilistic Item Selection</p> <p>Aindrila Chakraborty, Sudip Bhattacharjee and Raghu TS, A Text Mining Methodology to Predict Success of Passing Information and Communication Technology (ICT) Legislation</p> <p>Noyan Ilk and Guangzhi Shang, Matching Customer Inquiry with Server Specialty: A Text Analytic Framework to Reduce Transfer Rates in Online Service Centers</p>
	<p>Session 2B</p> <p>Zhiling Guo, Jin Li and R. Ramesh, Optimal Resource Provisioning in Virtualized Cloud Data Centers; <b><u>Best Paper Nominee</u></b></p>

	<p>Mohammad Ansarin, Yashar Ghiassi-Farrokhfal, Wolfgang Ketter and John Collins, Cross-subsidies in Energy Cooperative Tariff Designs</p> <p>Meiling Jiang, Sanjukta Smith and Chunming Qiao, Availability-aware Optimal Resource Allocation and Provisioning in Network Function Virtualization</p>
	<p>Session 2C</p> <p>Inbal Yahav and Yoram Louzoun The Prediction Power of Heterophilous Neighbors</p> <p>Rotem Blinder, Peter Bak, Guy Gonen, Ofer Biller, Oded Sofer, Adir Even, Exploratory Visualization of Database Users Activity for Cyber Security Management</p> <p>Zvi Ben Ami and Ronen Feldman, Building Superior Trading Strategies with State-of-the-Art Information Extraction Tools</p>
12:30 – 1:45 PM	<p>Lunch and Keynote Speech: Professor Ramayya Krishnan</p> <p>Dean, H. John Heinz III College</p> <p>William W. and Ruth F. Cooper Professor of Management Science and Information Systems, Carnegie Mellon University</p>
2:00 – 3:30 PM	<p>Session 3A</p> <p>Gang Wang, Zhuoxin Li and Harry Wang, Improving Students' Study Habits through Digital Interventions: Social Norms and Gender Differences</p> <p>Mochen Yang, Yuqing Ren and Gediminas Adomavicius, Engagement by Design: An Empirical Study of the "Reactions" Feature on Facebook Business Pages.</p> <p>Siddhartha Sharma and Vibhanshu Abhishek, Effect of Sponsored Listings on Online Marketplaces: The Role of Information Asymmetry</p> <p>Qinglai He, Victor Benjamin, Yili Hong and Raghu TS, Multi-channel Complementarity in the Online Learning Context</p>

	<p>Session 3B</p> <p>Qian Tang and Liangfei Qiu Content Diffusion and Cross-platform Content Sharing in Social Media</p> <p>Kyuhan Lee and Sudha Ram, To be followed or not to be followed: Identifying target audience for marketing on social media</p> <p>Soumya Sen, Gordon Burtch and Alok Gupta, Incentive Design for Ad-Sponsored Content</p> <p>Vibhanshu Abhishek, Edward Kennedy, Ritwik Sinha, Nikos Vlassis and Mi Zhou, Linking Clicks to Bricks: Estimating Causal Effects of Email Ads on Offline Sales</p>
	<p>Session 3C</p> <p>Liliane Ableitner, Verena Tiefenbeck, Sabiölla Hosseini, Schöb Samuel, Gilbert Fridgen and Thorsten Staake, Real-World Impact of Information Systems: The Effect of Seemingly Small Design Choices; <b><u>Best Paper Nominee</u></b></p> <p>Harris Kyriakou, Jeffrey V. Nickerson and Ann Majchrzak, Makers of the Artificial: What Strategies Lead to Design Reuse?</p> <p>Ugochukwu Etudo and Victoria Yoon, The Terror Beliefs Ontology: Cataloguing and Querying Radical Ideologies Using an Ontology</p> <p>Haldun Aytug and Soohyun Cho, Bidding on Keyword Auctions: The Advertiser's Perspective</p>
3:30 – 3:45 PM	Break
3:45 – 5:00 PM	<p>Session 4A</p> <p>Gene Moo Lee, Yash Nigam, Drishti Kapoor and Jinny Seo, Developing Big Data Analytics Framework for U.S. Industry Intelligence</p>

	<p>Saeede Eftekhari, Niam Yaraghi, Ram Gopal and Ram Ramesh, Designing Incentive-Pricing Mechanisms to Promote Health Information Exchange; <b><u>Best RIP Paper Nominee</u></b></p> <p>Avijit Sengupta, Kaushik Dutta and Theresa Beckie, Designing Theory Driven Graphic User Interfaces for Changing Behavior of Women with Coronary Heart Disease</p> <p>Hong Joo Lee, Minsik Lee and Habin Lee, Tracking Social Perception on Service Quality using Social Media: Compilation of Tweets Sentiment on Healthcare into SERVQUAL</p> <p>Srikanth Venkatesan, Raj Sharman, Ashish Kumar and Ram Bezawada, Mitigating Data Quality Hurdles in Patient-to-Patient Portals Dealing With Parkinsons Disease</p>
	<p>Session 4B</p> <p>Zvi Ben-Ami, Building Superior Trading Strategies with State-of-the-Art Information Extraction Tools</p> <p>Jooseok Lee, Injun Choi, Hokyoom Kim, Seunghoon Lee and Young Ryu, Context-adaptability for process-oriented knowledge management: Beyond context-awareness</p> <p>Sapumal Ahangama and Danny Poo, User Entity Resolution using User Generated Content through Interlinking External Knowledge</p> <p>Wael Jabr and Paul Pavlou, Inferring Customer Needs from Pre-Purchase Information Search: A Clickstream-Based Approach</p> <p>Manoj Thomas and Yan Li, On the Reuse Potential of IS Artifact through Design Thinking</p>
	<p>Session 4C</p> <p>Layla Martin and Paul Karaenke, The Vehicle for Hire Problem: A Generalized Kolkata Paise Restaurant Problem</p>

	<p>Jiaxu Peng and Kewei Huang, A Semiparametric Missing Value Imputation Approach for Predictive Analytics</p> <p>Jessica Clark, Foster Provost and Jean-Francois Paiement, Bayesian Transfer Multi-Instance Logistic Regression for User Disambiguation</p> <p>Abhishek Ray and Mario Ventresca, TrACA: Using Ant Colony Metaheuristic for the Winner Determination Problem</p>
5:00 – 5:45 PM	<p><b>Coffee, Tea &amp; Demos</b></p> <p>Andy Nguyen, Lesley Gardner and Don Sheridan, A Conceptual Framework for a Collaborative ILTR system with Learning Analytics</p> <p>Lina Bouayad, Offering on-demand care in non-urgent settings: Perceptions of a metadata-driven design</p> <p>Joao Pita Costa, Flavio Fuart, Marko Grobelnik, Gregor Leban, Luka Stopar and Paul Carlin, Text mining open datasets to support public health</p> <p>David Rueckel and Stefan Koch, Learning From Intuitive Decision-Making</p>
6:30 PM – 9:00 PM	Social Event and Dinner
DECEMBER 15, 2017	
8:00 – 8:30 AM	Networking with Coffee & Tea
8:30 – 10:00 AM	<p>Session 5A</p> <p>Radha Krishna Pisipati and Kamalakar Karlapalem, IoTs Driven Smart Solutions Life Cycle</p> <p>Oliver Dlugosch and Tobias Brandt, Mobility-as-a-Service – How Shared, Autonomous, Electric Cars Transform Urban Transportation</p> <p>Karthik Srinivasan, Faiz Currim, Sudha Ram, Matthias Mehl, Casey Lindberg, Esther Sternberg, Perry Skeath, Bijan Najafi, Javad Razjouyan, Hyo-Ki Lee, Davida Herzl, Reuben Herzl, Melissa Lunden, Nicole Goebel, Scott Andrews, Brian Gilligan, Judith Heerwagen, Kevin Kampschroer and Kelli Canada, Using Digital Health Wearable</p>

	<p>Devices to Understand the Relationship Between Sound levels and Wellbeing: A Segmented Mixed-effects Regression Approach</p> <p>Wenli Zhang, Natural Language Processing and Machine Learning for Chronic Disease Management and Prevention: Focus on Asthma</p>
	<p>Session 5B</p> <p>Warut Khern-Am-Nuai, Matthew Hashim, Alain Pinsonneault, Weining Yang and Ninghui Li, Designing Better Password Strength Meters By Incorporating Contextual Information; <b><u>Best Paper Nominee</u></b></p> <p>Hasan Kartal and Xiao-Bai Li, Differential Privacy for the Vast Majority</p> <p>Jaeung Sim and Daegon Cho Privacy Notices, Information Processing, and Risk Perception of Smartphone App Adoption</p> <p>Yun-Sik Choi, Jin Hyuk Choi, Gene Moo Lee and Andrew Whinston, Internet Service Providers as Cyber-Defenders: A Dynamic Game Theoretic Model</p>
	<p>Session 5C</p> <p>WITS feeder workshop on Cyber Security</p>
10:00 – 10:30 AM	Break
10:30 – 11:45 AM	<p>Panel:</p> <p>Developing Govt-Academia Research Collaborations in Data Analytics</p> <p>Moderator – Sudip Bhattacharjee, University of Connecticut</p> <p>Panelists: Ritu Agrawal, University of Maryland; Paul Pavlou, Temple University; Sudha Ram, University of Arizona</p>
12:00 – 1:15 PM	<p>Awards Luncheon</p> <p>PhD Dissertation Proposal Awards Committee: Jacquelyn Ulmer, Jeff Parsons, Eric Zheng, Kai-lung Hui</p>
1:30 – 3:00 PM	<p>Session 6A</p> <p>Saurav Chakraborty, Kaushik Dutta and Donald Berndt, Blockchain based Resource Management System</p>

	<p>Haiyang Feng, Nan Feng and Minqiang Li Optimal Release and Pricing Strategy for First-party Products of Platform Owner with Cross-market Network Effects</p> <p>Xinxue Qu, Aslan Lotfi and Zhengrui Jiang, Product Upgrade Prediction Using Bass Proportional Hazard Model</p> <p>Xiaoping Liu and Xiaobai Li, Customer Acquisition via Individual Evaluation and Profile Construction</p>
	<p>Session 6B</p> <p>Changwoo Suh, Gwangjae Jung, Daegon Cho and Byungtae Lee, An Impact of API Adoption on SNSs</p> <p>Xin Zhang, Wei Thoo Yue and Xiaolong Guo, Servicizing for the Environment? The Impact of Service Improvement</p> <p>Dapeng Liu, An Ontology-Driven Framework Leveraging Indexical Pragmatics (ODIP) for Domain-Specific Information Retrieval; <b><u>Best Paper Nominee</u></b></p> <p>Xi Wang, Kang Zhao, Sarah Cha, Michael S. Amato, Amy M. Cohn, Jennifer L. Pearson, George D. Papandonatos and Amanda L. Graham, Identifying Smoking Status from User-Generated Content in An Online Community for Smoking Cessation—A Machine Learning Approach</p>
	<p>Session 6C</p> <p>Xue Guo, Jing Gong and Paul Pavlou, Enhancing the Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets</p> <p>Yi Yang and Kunpeng Zhang, Market Structure Discovery from Social Media Engagement: A Network Embedding Based Approach</p> <p>Kihyun Hannah Kim, Soohyun Cho and Denish Shah, Personalizing Brand Communication on Social Media; <b><u>Best RIP Paper Nominee</u></b></p>



	<p>Niklas Goby, and Stefan Feuerriegel and Mathias Kraus, IT Incident Management with Topic-Aware Assignments of Helpdesk Tickets and Affective Scheduling</p> <p>Mathias Kraus, Stefan Feuerriegel and Dirk Neumann, Effective Training of Machine Learning Models for Natural Language Processing Based on Learning Theory</p>
3:00 – 3:15 PM	Break
3:15 – 4:45 PM	<p>Session 7A</p> <p>Paul Sutterer, Stefan Waldherr and Martin Bichler, Are Truthful Bidders Paying too Much? Efficiency and Revenue in Display Ad Auctions</p> <p>Gediminas Adomavicius and Yaqiong Wang, Improving Reliability Estimation for Individual Numeric Predictions: A Machine Learning Approach</p> <p>Yasin Ceran, Xiaojing Dong, Oytun Eskiye Turk and Debora Donato, User Churn Management: A Study Combining Observational and Field Experiment Data</p>
	<p>Session 7B</p> <p>Yasin Ceran, Mehmet Ayyaci, Jongmin Kim and Chul Ho Lee, Consolidating Review Information from Multiple Sites: Which Crowd Shouts Louder?</p> <p>Reza Mousavi, Monica Johar and Vijay Mookerjee, A Stochastic Control Model for Developing a Response Strategy to Customer Sentiment in Twitter</p> <p>Shawn Ogunseye, Jeffrey Parsons and Roman Lukyanenko, Do Crowds Go Stale? Exploring the Effects of Crowd Reuse on Data Diversity</p> <p>Jiahui Mo, Sumit Sarkar and Jianqing Chen, Examining the Effects of Sponsoring Tasks in Crowdsourcing Contests</p>

	<p>Session 7C</p> <p>Sriram Somanchi, Edward McFowland Iii and Daniel Neill, Detecting Anomalous Patterns of Care using Health Insurance Claims</p> <p>Xu Han, Niam Yaraghi and Ram Gopal, Optimizing the Nursing Homes' Rating System</p> <p>Haoyuan Feng, Jin Tian and Jennifer Zhang, Modeling User Interest Evolution with Expertise Accumulation; <b><u>Best Paper Nominee</u></b></p>
4:45 – 5:15 PM	WITS General Body Meeting and Closing Remarks
6:00 PM – 9:00 PM	<p>Wine Reception at <b>Lu (RSVP Only)</b></p> <p>1st floor (East gate), COEX Convention Center, 513, Youngdongdaero, Gangnam-gu, Seoul</p> <p>TEL: 02-6002-2003~4</p> <p><a href="https://www.coexcenter.com/lu/">https://www.coexcenter.com/lu/</a></p>

**Selena Hall (7<sup>th</sup> F):** Session A, Keynote Speaker, Panel, Social Event at Thursday Night

**Mizar Room (6<sup>th</sup> F):** Session B

**Megrez (6<sup>th</sup> F):** Session C