

# WITS 2017 PROGRAM SCHEDULE

*Updated: December 6, 2017*

DECEMBER 13, 2017		
4:00 – 5:30 PM	Pick-up Registration Material at Imperial Palace Hotel	
6:00 – 8:00 PM	Welcome Reception (Joint with WISE) at <b>Sono Felice</b>  #3F, 22 City Airport, Teheran-ro 87-gil Gangnama-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>	
DECEMBER 14, 2017		
8:00 – 8:30 AM	<b>Registration, Networking with Coffee &amp; Tea</b>	
8:30 – 8:40 AM	<b>Welcome Remarks and Logistics</b>	<b>Selena Hall (7<sup>th</sup> F)</b>
8:40 – 9:30 AM	<b>Keynote by Professor Sang Kyun Cha</b>  Director, SNU Big Data Institute Seoul National University	<b>Selena Hall (7<sup>th</sup> F)</b>
9:30 – 9:45 AM	Break	
9:45 – 11:00 AM	<b>Session 1A: Online Communities</b> <b>Chair: Jinsoo Park</b>	<b>Selena Hall (7<sup>th</sup> F)</b>
	Buomsoo Kim and Jinsoo Park, Identifying Semantically Similar Questions in Social Q&A Communities – An Entity Resolution Approach  Jingjing Li, Yong Ge, Kevin Hong, Amar Cheema and Bin Gu, Textual Review Dimensionality and Helpfulness: A Multi-Method Study  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	
	<b>Session 1B: Digital Health - I</b> <b>Chair: Sudha Ram</b>	<b>Mizar Room (6<sup>th</sup> F)</b>
	Nir Shlomo, Tsipi Heart, Ofir Ben-Assuli and Robert Klempfner, CHF Readmission and Mortality Prediction: The Power of Comprehensive Health IT  Wenli Zhang and Sudha Ram, Are Electronic Nicotine Delivery Systems (ENDS) a Safe Substitute for Cigarettes Among Asthma Patients: A Social Media Based Analysis  Malte Ganssaug and Rema Padman, Dynamic Bayesian Network for Mortality Risk Prediction using Dialysis Patient Data	
	<b>Session 1C: Information Security &amp; Privacy - I</b> <b>Chair: Arvind Tripathi</b>	<b>Megrez (6<sup>th</sup> F)</b>

	<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 PM	<p><b>Session 2A: Text Analytics</b> <b>Chair: Aindrila Chakraborty</b></p>	<b>Selena Hall (7<sup>th</sup> F)</b>
	<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><b>Session 2B: Infrastructure Optimization</b> <b>Chair: Zhiling Guo</b></p>	<b>Mizar Room (6<sup>th</sup> F)</b>
	<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><b>Session 2C: Feeder Workshop in Israel, Predictive Modeling - 1</b> <b>Chair: Inbal Yahav</b></p>	<b>Megrez (6<sup>th</sup> F)</b>

	<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><b>Lunch and Keynote Speech:</b> <b>Professor Ramayya Krishnan</b></p> <p>Dean, H. John Heinz III College William W. and Ruth F. Cooper Professor of Management Science and Information Systems, Carnegie Mellon University</p>	<b>Selena Hall (7<sup>th</sup> F)</b>
2:00 – 3:30 PM	<p><b>Session 3A: User Data Analytics - I</b> <b>Chair: Harry Wang</b></p>	<b>Selena Hall (7<sup>th</sup> F)</b>
	<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><b>Session 3B: Social Commerce - I</b> <b>Chair: Vibhanshu Abhishek</b></p>	<b>Mizar Room (6<sup>th</sup> F):</b>
	<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><b>Session 3C: Design Frameworks &amp; Strategies</b> <b>Chair: Haldun Aytug</b></p>	<b>Megrez (6<sup>th</sup> F)</b>

	<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>Best Paper Nominee</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><b>Session 4A: Digital Health - II</b> <b>Chair: Raj Sharman</b></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>Best RIP Paper Nominee</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>	<b>Selena Hall (7<sup>th</sup> F)</b>
	<p><b>Session 4B: Knowledge Extraction Approaches</b> <b>Chair: Young Ryu</b></p> <p>Jooseok Lee, Injun Choi, Hokyeom 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>Manoj Thomas and Yan Li, On the Reuse Potential of IS Artifact through Design Thinking</p>	<b>Mizar Room (6<sup>th</sup> F):</b>
	<p><b>Session 4C: Predictive Modeling - II</b> <b>Chair: Jessica Clark</b></p> <p>Session 4C</p> <p>Layla Martin and Paul Karaenke, The Vehicle for Hire Problem: A Generalized Kolkata Paise Restaurant Problem</p>	<b>Megrez (6<sup>th</sup> F)</b>

	<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 – 9:00 PM	<b>Social Event and Dinner</b>	<b>Selena Hall (7<sup>th</sup> F)</b>
<b>DECEMBER 15, 2017</b>		
8:00 – 8:30 AM	Networking with Coffee & Tea	
8:30 – 10:00 AM	<p><b>Session 5A: Machine Learning and IoTs</b></p> <p><b>Chair: Tobias Brandt</b></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 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><b>Session 5B: Information Security &amp; Privacy - II</b></p> <p><b>Chair: Gene Moo Lee</b></p>	<b>Mizar Room (6<sup>th</sup> F):</b>

	<p>Warut Khern-Am-Nuai, Matthew Hashim, Alain Pinsonneault, Weining Yang and Ninghui Li, Designing Better Password Strength Meters By Incorporating Contextual Information; <b>Best Paper Nominee</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><b>Session 5C:</b> <b>WITS feeder workshop on Cyber Security</b></p>	<b>Megrez (6<sup>th</sup> F)</b>
10:00 – 10:30 AM	Break	
10:30 – 11:45 AM	<p><b>Panel:</b> <b>Developing Govt-Academia Research Collaborations in Data Analytics</b> Moderator – Sudip Bhattacharjee, University of Connecticut Panelists: Ritu Agrawal, University of Maryland; Paul Pavlou, Temple University; Sudha Ram, University of Arizona</p>	
12:00 – 1:15 PM	<p><b>Awards Luncheon</b> PhD Dissertation Proposal Awards Committee: Jacquelyn Ulmer, Jeff Parsons, Eric Zheng, Kai-lung Hui</p>	<b>Selena Hall (7<sup>th</sup> F)</b>
1:30 – 3:00 PM	<p><b>Session 6A: Social Commerce - II</b> <b>Chair: Zhengrui Jiang</b></p> <p>Wael Jabr and Paul Pavlou, Inferring Customer Needs from Pre-Purchase Information Search: A Clickstream-Based Approach</p> <p>Saurav Chakraborty, Kaushik Dutta and Donald Berndt, Blockchain based Resource Management System</p> <p>Fengyuan Zuo, 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>	<b>Selena Hall (7<sup>th</sup> F)</b>
	<p><b>Session 6B: Leveraging Services Platforms</b> <b>Chair: Wei Thoo Yue</b></p>	<b>Mizar Room (6<sup>th</sup> F)</b>

	<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>Best Paper Nominee</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><b>Session 6C: Social Commerce - III</b> <b>Chair: Soohyun Cho</b></p>	<p><b>Megrez (6<sup>th</sup> F)</b></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>Best RIP Paper Nominee</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>	
<p>3:00 – 3:15 PM</p>	<p>Break</p>	
<p>3:15 – 4:45 PM</p>	<p><b>Session 7A: Predictive Modeling - III</b> <b>Chair: Paul Sutterer</b></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 Eskiyenturk and Debora Donato, User Churn Management: A Study Combining Observational and Field Experiment Data</p>	<p><b>Selena Hall (7<sup>th</sup> F)</b></p>
	<p><b>Session 7B: Modeling Online Crowds</b></p>	<p><b>Mizar Room (6<sup>th</sup> F):</b></p>

	<b>Chair: Chul Ho Lee</b>	
	<p>Yasin Ceran, Mehmet Ayvaci, 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>	
	<b>Session 7C: User Data Analytics - II</b> <b>Chair: Edward McFowland</b>	<b>Megrez (6<sup>th</sup> F)</b>
	<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	<b>WITS General Body Meeting and Closing Remarks</b>	<b>Selena Hall (7<sup>th</sup> F)</b>
6:00 – 9:00 PM	<p><b>Wine Reception at Lu (RSVP Only)</b></p> <p>1st floor (East gate), COEX Convention Center, 513, Youngdongdaero, Gangnam-gu, Seoul  TEL: 02-6002-2003~4  <a href="https://www.coexcenter.com/lu/">https://www.coexcenter.com/lu/</a></p>	