



# **WITS**

**Workshop on Information  
Technologies and Systems**



## **WITS 2017**

**December 14-15**

**Seoul, South Korea**

**<http://witsconf.org/wits2017>**

# WITS 2017

## December 14 - 15

### Seoul, South Korea

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#### ***About WITS***

WITS was conceptualized in 1991 by Dr. Richard Wang (MIT) and Dr. Sudha Ram (University of Arizona). Subsequently, the first conference was held on December 14th in Boston and co-chaired by Richard Wang and Sudha Ram. Also, involved in the early conferences were Sal March, Prabuddah De, Al Hevner, Stuart Madnick, Veda Storey, Diane Strong, Andy Whinston, Carson Woo, and others.

#### ***Philosophy***

The WITS community is focused on addressing complex business problems or societal issues using current and emerging information technologies. We also encourage research that can change the way information technology functions (e.g., by designing, modifying, or constructing systems) so that they can better solve real-world problems. All problem-solving paradigms – including empirical, analytical, behavioral, experimental, and computational – are invited. Integrative approaches, whether methodological or functional, are welcome.

## ***Welcome Messages from WITS President***



Since inception in 1991, WITS has emerged as the premier workshop in Information Systems addressing challenges at the cutting-edge of information technology with rigorous research methodologies. Over the years, numerous foundational research that had profound impact on practice and research, was presented, discussed and refined at the workshop. Particularly noteworthy is that research at WITS often tends to be prescriptive, with descriptive and predictive learning from data translated to solutions strategies optimized for the future. The theme for WITS 2017, Design Innovations for Human-Computer Symbiosis, along with an excellent slate of high quality work will make for a dynamic and engaging workshop in Seoul, Korea. Along with the regular papers, we are pleased that there will be two focused sessions that emanated from WITS feeder workshops - Cyber Security and Data Science Methods for Information Systems. Other workshop features include keynotes by Dean Krishnan who has been a long-time advocate and supporter of WITS and Professor Cha from Seoul National University, and an excellent panel discussion on Developing Government-Academia Research Collaborations in Data Analytics. Along with the program organizers, I am pleased to welcome you to WITS 2017 in Seoul. We look forward to meeting, interacting, and learning from you.

Sincerely,

Ram Gopal  
University of Connecticut



## ***Welcome Messages from Program Co-Chairs***

On behalf of the Organizing Committee, we are excited to welcome you to the Workshop on Information Technologies and Systems (WITS) 2017 in Seoul, Korea. WITS is a premier academic conference for information systems, focusing on research that is quantitatively and technically oriented. Since its inception in 1991, WITS has attracted high-quality research and significantly contributed to advancing the state-of-the-art research in the field of Information Systems. WITS contributions are often prescriptive and address complex business problems using several different problem-solving domains – including empirical, analytical, behavioral, experimental and computational methods.

The theme of WITS 2017 is “*Design Innovations for Human-Computer Symbiosis.*” While Artificial Intelligence, Machine Learning, and other autonomic technologies are usually in the spotlight, many important problems are often solved through humans and computers working cooperatively. WITS 2017 will provide an interactive forum for IS scholars to exchange ideas and share results from their research on how they are integrating human and computer intelligence to solve important and challenging business and societal problems. The keynote speeches and panels organized for WITS 2017 will reinforce the conference theme to motivate in-depth discussions of exciting future research directions in the domain of human-computer symbiosis.

The Organizing Committee has made every effort to develop educational, social and networking programs. We are confident WITS 2017 will be an unforgettable event in the wonderful city of Seoul. We are grateful to our sponsors for their generous support and confidence in us. We also would like to thank all the program committee members and reviewers for their time and effort. Many thanks go to the authors for their contributions, which has made this event possible.

We extend our warmest welcome to all the participants in WITS 2017 and look forward to the thought-provoking sessions and new relationships that will advance the goals of the Workshop on Information Technologies and Systems!

Sincerely,

Raghu T. Santanam  
Arizona State University

Victoria Y. Yoon  
Virginia Commonwealth University

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<p><b>Local Arrangements Co-Chairs</b></p>	<p><b>Daegon Cho</b> Korea Advanced Institute of Science and Technology</p> <p><b>Chulho Lee</b> Korea Advanced Institute of Science and Technology</p>
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## KEYNOTE

**Sang Kyun Cha**

*Director, SNU Big Data  
Institute*

*Professor of Electrical and  
Computer Engineering,  
Seoul National University*

## Prof. Cha's Biography

Sang Kyun Cha is a professor and an entrepreneur. He worked on three generations of commercialized in-memory database platforms since he joined Seoul National University in 1992. In 2000, with his vision of the coming era of in-memory enterprise database, he founded Transact In Memory, Inc., and started developing his second-generation system P\*TIME (Parallel\* Transact-In-Memory Engine). The company was quietly acquired by SAP in November 2005 and transformed to SAP Labs Korea.

With his experience, in April 2014, he launched Seoul National University's Big Data Institute to respond to trans-disciplinary big data research interest of both computer scientists and domain experts from various academic disciplines such as engineering, natural and social sciences, and medicine.

Prof. Cha is a board member of Seoul National University. He has also been a board member of Korea Telecom since March 2012, and is providing strategic advice to central and local governments on big data and software industry issues. In 2015, as the General Co-Chair, he led the IEEE ICDE 2015 Conference in Seoul, Korea to become the most successful ICDE in the past decade, attracting participant numbers doubling previous years. He was elected as the steering committee member of IEEE ICDE. He is also on the editorial board of the VLDB Journal since 2009. Prof. Cha received his BS and MS from Seoul National University and his Ph.D. from Stanford University.



## KEYNOTE



**Ramayya Krishnan**

*Dean, H. John Heinz III  
College*

*William W. and Ruth F.  
Cooper Professor of  
Management Science and  
Information Systems,  
Carnegie Mellon University*

## Prof. Krishnan's Biography

Ramayya Krishnan is the W. W. Cooper and Ruth F. Cooper Professor of Management Science and Information Systems at the H. John Heinz III College and the Department of Engineering and Public Policy at Carnegie Mellon University. A faculty member at CMU since 1988, Krishnan was appointed Dean when the Heinz College was created in 2008. He was reappointed upon the completion of his first term as Dean in 2014.

Krishnan was educated at the Indian Institute of Technology and the University of Texas at Austin. He has a Bachelor's degree in mechanical engineering, a Master's degree in industrial engineering and operations research, and a PhD in Management Science and Information Systems. Krishnan's research interests focus on consumer and social behavior in digitally instrumented environments. His work has addressed technical, policy and business problems that arise in these contexts and he has published extensively on these topics. He has served as Department Editor for Information Systems at Management Science, the premier journal of the Operations Research and Management Science Community. Krishnan is an INFORMS Fellow, a member of the Global Agenda Council on Data Driven Development of the World Economic Forum, and a former President of the INFORMS Information Systems Society and the INFORMS Computing Society. He is the recipient of the prestigious Y. Nayudamma award in 2015 for his contributions to telecommunications management and business technology.

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Victor	Benjamin	Arizona State University
Sudip	Bhattacharjee	University of Connecticut
Devipsita	Bhattacharya	University of Arizona
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Beibei	Li	Carnegie Mellon University
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Wenqi	Zhou	Duquesne University
Hongwei	Zhu	University of Massachusetts Lowell
Hangjung	Zo	Korea Advanced Institute of Science and Technology

# WITS 2017 PROGRAM SCHEDULE

Updated: December 11, 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	Registration and Networking with Coffee & Tea	
8:30 – 8:40 AM	Welcome Remarks and Logistics	Selena Hall (7 <sup>th</sup> F)
8:40 – 9:30 AM	Keynote by Professor Sang Kyun Cha  Director, SNU Big Data Institute Seoul National University	Selena Hall (7 <sup>th</sup> F)
9:30 – 9:45 AM	Break	
9:45 – 11:00 AM	Session 1A: Online Communities Chair: Jinsoo Park	Alioth (6 <sup>th</sup> )
	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	
	Session 1B: Digital Health - I Chair: Sudha Ram	Mizar Room (6 <sup>th</sup> F)
	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 Ganssauge 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	<b>Session 2A: Text Analytics</b> <b>Chair: Aindrila Chakraborty</b>	<b>Alioth (6<sup>th</sup>)</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>		
	<b>Session 2B: Infrastructure Optimization</b> <b>Chair: Zhiling Guo</b>		<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>		
	<b>Session 2C: Feeder Workshop in Israel, Predictive Modeling - 1</b> <b>Chair: Inbal Yahav</b>		<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>	Selena Hall (7 <sup>th</sup> F)
2:00 – 3:30 PM	<p><b>Session 3A: User Data Analytics - I</b> <b>Chair: Harry Wang</b></p>	Alioth (6 <sup>th</sup> )
	<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: Qian Tang</b></p>	Mizar Room (6 <sup>th</sup> F):
	<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>	

	<b>Session 3C: Design Frameworks &amp; Strategies</b> <b>Chair: Haldun Aytug</b>	<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	<b>Session 4A: Digital Health - II</b> <b>Chair: Raj Sharman</b>	<b>Alioth (6<sup>th</sup>)</b>
	<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>Session 4B: Knowledge Extraction Approaches</b> <b>Chair: Young Ryu</b>	<b>Mizar Room (6<sup>th</sup> F):</b>
	<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>Session 4C: Predictive Modeling - II</b> <b>Chair: Jessica Clark</b>	<b>Megrez (6<sup>th</sup> F)</b>
	Session 4C	

	<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 Fuat, 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	<b>Networking with Coffee &amp; Tea</b>	
8:30 – 10:00 AM	<p><b>Session 5A: Machine Learning and IoTs</b></p> <p><b>Chair: Tobias Brandt</b></p>	<b>Alioth (6<sup>th</sup>)</b>
	<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>  <b>Chair: Gene Moo Lee</b></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><b>Mizar Room (6<sup>th</sup> F):</b></p>
	<p><b>Session 5C: WITS feeder workshop on Cyber Security</b>  <b>Chair: Ron Pike</b></p> <p>M. Lisa Yeo, Raymond A. Patterson, Jackie Rees Ulmer and Erik Rolland, Innovation vs. Security: Customer Demand Reaction to Adverse Events and Industry Innovation</p> <p>R. Gopal, H. Hidaji, E. Rolland, R. Patterson and D. Zhdanov, The Dark Side of Third-Party Partners: An Empirical Analysis</p> <p>H. Hidaji, B. Kolfal, R. Patterson, E. Rolland and L. Yeo,  Information Security &amp; Cloud Suppliers: How Customer Demand Reaction Shapes Supplier Choice Strategies</p> <p>M. Abdelhamid, R. Sharman and R. Bezawada, Patient Empowerment through Role-Based Access Control Mechanism for patients in Health Information Exchanges</p> <p>P. Mulgund, B. Sen, M. Gupta, R. Sharman and S. Subraminain, HIPAA Omnibus Rule: Impact of Affiliated Entities on Covered Entities</p> <p><b>Student Posters:</b></p> <p>P. Nattuthurai, W. Wang and X. Yang, A Descriptive Analysis of Dark Net Academic Journals from 2010-2017 Using KH Coder</p> <p>D. Zhdanov and F. Xue, When hackers trade: a dynamic model of dark market equilibriu,</p>	<p><b>Megrez (6<sup>th</sup> F)</b></p>

	P. Mulgund, S. Venkatesan, M. Gupta and R. Sharman, Managerial Perspectives Based Classification of Countermeasures Against Distributed Denial of Service Attacks - An Extended Abstract	
10:00 – 10:30 AM	Break	
10:30 – 11:45 AM	<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	
12:00 – 1:15 PM	<b>Awards Luncheon</b> PhD Dissertation Proposal Awards Committee: Jacquelyn Ulmer, Jeff Parsons, Eric Zheng, Kai-lung Hui	<b>Selena Hall (7<sup>th</sup> F)</b>
1:30 – 3:00 PM	<b>Session 6A: Social Commerce - II</b> <b>Chair: Zhengrui Jiang</b>	<b>Alioth (6<sup>th</sup>)</b>
	Wael Jabr and Paul Pavlou, Inferring Customer Needs from Pre-Purchase Information Search: A Clickstream-Based Approach  Saurav Chakraborty, Kaushik Dutta and Donald Berndt, Blockchain based Resource Management System  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  Xinxue Qu, Aslan Lotfi and Zhengrui Jiang, Product Upgrade Prediction Using Bass Proportional Hazard Model	
	<b>Session 6B: Leveraging Services Platforms</b> <b>Chair: Wei Thoo Yue</b>	<b>Mizar Room (6<sup>th</sup> F)</b>
	Changwoo Suh, Gwangjae Jung, Daegon Cho and Byungtae Lee, An Impact of API Adoption on SNSs  Xin Zhang, Wei Thoo Yue and Xiaolong Guo, Servicizing for the Environment? The Impact of Service Improvement  Dapeng Liu, An Ontology-Driven Framework Leveraging Indexical Pragmatics (ODIP) for Domain-Specific Information Retrieval; <b><u>Best Paper Nominee</u></b>  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	
	<b>Session 6C: Social Commerce - III</b> <b>Chair: Soohyun Cho</b>	<b>Megrez (6<sup>th</sup> F)</b>
	<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, 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>Xue Guo, Jing Gong and Paul Pavlou, Enhancing the Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets</p>	
3:00 – 3:15 PM	Break	
3:15 – 4:45 PM	<b>Session 7A: Predictive Modeling - III</b> <b>Chair: Paul Sutterer</b>	<b>Alioth (6<sup>th</sup>)</b>
	<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 Eskiyyenturk and Debora Donato, User Churn Management: A Study Combining Observational and Field Experiment Data</p>	
	<b>Session 7B: Modeling Online Crowds</b> <b>Chair: Chul Ho Lee</b>	<b>Mizar Room (6<sup>th</sup> F):</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>	
	<p><b>Session 7C: User Data Analytics - II</b> <b>Chair: Jin Tian</b></p>	<p><b>Megrez (6<sup>th</sup> F)</b></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	<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</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>	



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