

SCECR 2017 Program

Updated June 18, 2017

Monday June 26, 2017

5:30 pm Registration opens (Cung Dinh Restaurant @ Rex Hotel)

6:00 pm Welcome Dinner (Cung Dinh Restaurant @ Rex Hotel)

Tuesday, June 27, 2017

8:00am Buses depart from Caravelle Hotel to UEL

Registration at UEL opens

9:00 - 9:30 am Opening Remarks (Hoa Sen Room)

1. Welcome speech from Prof. Dr. Nguyen Ngoc Dien (VNU UEL)
2. Co-chairs welcome speech
3. VIP's speech

9:30 – 10:40 am Session 1 (2 tracks, 3 papers/track, 18 min./talk + 5 min. q&a)

Track 1 (Hoa Sen Room)

Crowdfunding 1

1. Keongtae Kim, Jooyoung Park, Yang Pan and Kunpeng Zhang, "Information Disclosure and Crowdfunding: Evidence from the Disclosure of Project Risk"
2. Gen Li and Jing Wang, "Helping or Pre-ordering? Analyzing Backers' Contribution and Referral Patterns in Reward-based Crowdfunding"
3. Lusi Yang, Zhiyi Wang and Jungpil Hahn*, "Winner Takes All? The "Blockbuster Effect" in Crowdfunding Platforms"

Track 2 (Room 704) (4 papers, 16 min/talk + 2 min. q&a)

Healthcare 1

1. Michael Hörner, Stefan Feuerriegel and Dirk Neumann, "Identifying latent medical conditions in patients with chronic diseases: Joining IT-enabled health tracking and dependent mixture models"
2. David Schwartz and Michael Khalemsky, "Smart Emergency Response for National EMS Systems: Wait for an ambulance or source from the crowd?"
3. Jun-Ho Huh, Han-Byul Kim and Hoanh-Su Le, "A Keyword-based Big Data Analysis for Individualized Health Activity Using Keyword Analysis"

* Session Chair

Technique: A Methodological Approach Using National Health Data of The Republic of Korea”

4. Tuan Q. Phan, Prasanta Bhattacharya* and Qiu Lin, “Battling Diabetes through Food Photography: An Image-based Utility Maximization Framework for Diet Diagnostics”

10:40 - 11:00 am Tea break

11:00 – 12:10 pm Session 2 (2 tracks, 3 papers/track, 18 min./talk + 5 min. q&a)

Track 1 (Hoa Sen Room)

Crowdfunding 2

1. Zuyin Zheng, Jing Gong and Paul Pavlou, “On Using the Lottery in Crowdfunding Platforms: ‘Crowding In’ the Masses or ‘Crowding Out’ Success?”
2. Ling Ge, Zhiling Guo and Xuechen Luo, “Funders’ Contribution Incentives on the Prosocial Crowdfunding Platform”
3. Jiahui Mo* and Sumit Sarkar, “Exploring the Effects of Sponsoring Tasks in Crowdsourcing Contests”

Track 2 (Room 704)

Healthcare 2

1. Rema Padman, Disha Gupta, Ketan Deshmukh, Bhargav Sri Prakash and Chelladurai Krishnan, “Analysis of Game Telemetry from a Pediatric mHealth Intervention”
2. Jorge Mejia, Shawn Mankad and Anand Gopal, “Watch Where You Eat: Moral Hazard in New York City Restaurant Hygiene Inspections”
3. Bin Gu*, Xitong Guo, Yuanyuan Dang and Yifan He, “The Crowding Out Effect of Monetary Incentives – Evidence from a Natural Experiment on Online Healthcare Platforms”

12:10 – 1:45 pm Lunch

1:45 – 2:30 pm Panel (Hoa Sen Room) – Ethics in Big Data & Analytics

2:30 – 4:00 pm Session 3 (2 tracks, 4 papers/track, 18 min./talk + 4 min. q&a)

Track 1 (Hoa Sen Room)

Analytics Methods 1

1. Viet Ngu Huynh Cong and Su Le-Hoanh, “B-tree Construction with Huge volume of Data on Hadoop”

* Session Chair

2. Tamilla Mavlanova, Ram Gopal and Raquel Benbunan-Fich, "In Pursuit of Data Quality: To Gamify or Not?"
3. Mahsa Ashouri and Galit Shmueli, "A New Tree-based Method for Clustering Time Series"
4. Edward McFowland Iii, Ravi Bapna* and Sandeep Gangarapu, "An Exploration of Heterogeneous Treatment Effect Algorithms and their Applications"

Track 2 (Room 704)

Advertising

1. Soumya Sen, Gordon Burtch, Alok Gupta and Rudiger Rill, "Incentive Design for Ad-Sponsored Content: Results from an Experiment"
2. Thomas Frick, Ting Li and Paul Pavlou, "The Role of Social Influence and Attention in the Personalization Privacy Paradox: An Eye Tracking Study"
3. Yoon Han, Khim Yong Goh, Seung Hyun Kim and Tuan Quang Phan, "The Effect of Mental Stress on Mobile Ad Response Behavior"
4. Shawndra Hill*, Gordon Burtch and Michael Barto, "The Impact of TV Advertising on Consumers at Different Phases of the Customer Journey"

4:00 – 4:30 pm Tea break

4:30 – 6:00 pm Session 4 (2 tracks, 4 papers/track, 18 min./talk + 4 min. q&a)

Track 1 (Hoa Sen Room)

Analytics Methods 2

1. Nguyen Duy Nhat, Pham Gia Thu, Dinh Ngoc Thanh and Nguyen Van Phong, "Discriminant analysis on multivariate normal populations using maximum function."
2. Zhe Zhang and Daniel Neill, "Identifying Significant Predictive Bias in Classifiers"
3. Sapumal Ahangama and Danny Poo, "Improving and Extending User Profiles through Latent Interlinking of Public User Generated Content"
4. Hoanh-Su Le*, Cuong Trieu and Thanh Ho, "Exploring Domestic And Foreign Customers' Opinions By Sentiment Analysis On Online Reviews In Bilingual Language"

Track 2 (Room 704)

Social Networks

1. Inbal Yahav and Tomer Geva, "Data-Driven Network Tie Selection for Node Classification"

* Session Chair

2. Thanh Ho, Thanh Tran and Phuc Do, “Detecting Communities of Online Users from Text Corpus Based on Topic model”
3. Runshan Fu, Leman Akoglu and Ramayya Krishnan, “The Effect of Terminated Employee on Network Structure and Performance”
4. Tingting Song, Qian Tang* and Jinghua Huang, “Achieving Social Media Success through Strategic Networking: Empirical Evidence from the YouTube Provider Network”

6:00 pm Buses depart for Gala Dinner (Van Thanh Village)

Wednesday, June 28, 2017

8:00 am Buses depart from Caravelle Hotel for UEL

9:00 – 10:30 am Session 5 (2 tracks, 4 papers/track, 18 min./talk + 4 min. q&a)

Track 1 (Hoa Sen Room)

Online Communities 1

1. Sofia Bapna and Russell Funk, “Simple Interventions Reduce Gender Inequality in Networking: Evidence from a Randomized Field Experiment”
2. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden, “Social Learning in Customer Co-creation: Evidence from a Randomized Field Experiment”
3. Lior Zalmanson and Boris Gorelik, “Two Heads Are Better than One – Collaboration and Blogger Retention on the WordPress.com Platform”
4. Prasanna Tambe and Xuan Ye*, “Time zones and open source software contribution”

Track 2 (Room 704)

Finance, Social Media

1. Christof Naumzik, Stefan Feuerriegel and Dirk Neumann, “Replicating Financial Decision-Making Using Reinforcement Learning: The Role of Information Avoidance in Corporate Disclosures”
2. Chen Salomon and Ohad Barzilay, “The Impact of Owned Distribution Channel on Circulation and Lifespan of Online Content: Evidence from Online Field Experiment”
3. Anthony Weishampel and William Rand, “Does How You Tweet Tell Us Who You Are? Automatic Segmentation from Behavior on Social Media”

* Session Chair

4. Tianhui Tan, Prasanta Bhattacharya and Tuan Phan*, “Social Media-driven Credit Scoring: The Predictive Value of Social Structures”

10:30 – 11:00 am Tea break

11:00 – 12:10 pm Session 6 (2 tracks, 3 papers/track, 18 min./talk + 5 min. q&a)

Track 1 (Hoa Sen Room)

Online Communities 2

1. Tonny Meng-Lun Kuo, Galit Shmueli and Jyun-Cheng Wang, “Do your friends make you learn better? The effect of social signals on online learning: A randomized field experiment on MOOCs”
2. Chris Dellarocas and Theodoros Lappas, “Reputation and Contribution in Online Question-Answering Communities”
3. Shrabastee Banerjee, Chris Dellarocas* and Georgios Zervas, “Interacting User Generated Content Technologies - How Q&As Affect Ratings & Reviews”

Track 2 (Room 704)

e-Commerce 1

1. Christof Naumzik, Stefan Feuerriegel and Dirk Neumann, “One picture is worth a thousand words? Statistical evidence on the visual appearance of product images based on deep learning”
2. Haoyan Sun, Jianqing Chen and Ming Fan, “Assessing the Effectiveness of Live Chat on Conversion Probability: Evidence from an Online Marketplace”
3. Dimitrios Tsekouras*, Ting Li and Jing Gong, “Onsite Retargeting: A Large-Scale Randomized Field Experiment”

12:30 – 1:50 pm Lunch

1:50 – 3:40 pm Session 7 (2 tracks, 5 papers/track, 18 min./talk + 4 min. q&a)

Track 1 (Hoa Sen Room)

News & Video

1. Dan Ding and Tuan Q. Phan, “News Feed Bundling: The Impact of Salience of Source Information on News Reading Behavior”
2. Sagit Bar-Gill, Yael Inbar and Shachar Reichman, “The Effect of Referral Source on News Readership and Sharing: A Field Experiment”
3. Phuong Hoang and Robert Kauffman, “Establishing Causal Inference For Video On Demand (VOD) Content Consumption In Cable Tv Services”

* Session Chair

4. Xiaoqing Zhang and Tuan Quang Phan, "The Impact of Comparative Advantage on Users' Subscription Duration and Engagement Behavior"
5. Hyelim Oh, Tuan Phan* and Khim Yong Goh, "Are You What You Tweet? The Impact of News Sentiment on Interplays between News Readership and Social Media Sharing"

Track 2 (Room 704)

e-Commerce 2

1. Gunther Gust, Adriano Kaulich, Sven Killinger, Stefan Feuerriegel, Tobias Brandt and Dirk Neumann, "A Recommender System to Promote Photovoltaic Systems Based on 3D Building Data"
2. Rodrigo Belo and Ting Li, "Value in Cross-channel Retargeting? Evidence from a Randomized Field Experiment"
3. Yang Wang, Vandana Ramachandran, Olivia Sheng and William Moore, "Online Product Fit Opinions and "Try-On" Customers"
4. Vibhanshu Abhishek, Param Vir Singh and Siddhartha Sharma, "Product Heterogeneity and Effect of Product Listing Ads on E-commerce Marketplace"
5. Anat Goldstein, Gal Oestreicher-Singer & Ohad Barzilay*, "Deep into the Funnel? Predicting Online Conversion Using Search Diversity"

3:40 – 4:00 pm Tea break

4:00 – 5:30 pm Session 8 (2 tracks, 4 papers/track, 18 min./talk + 4 min. q&a)

Track 1 (Hoa Sen Room)

Online-Offline

1. Tianshu Sun, Yanhao Wei and Joseph Golden, "Does Location Still Matter in Online Referrals? Offline Factors in Online Sharing"
2. Hongchang Wang and Eric Overby, "How Does Online Lending Influence Bankruptcy Filings? Evidence from a Natural Experiment"
3. Zhe Zhang and Beibei Li, "Peer-to-Peer Transportation Platforms, Consumer Mobility, and Urban Consumption Patterns"
4. Tingting Nian*, Yuyuan Zhu and Vijay Gurbaxani, "Uber on: Until You Are Free of Debt"

Track 2 (Room 704)

Mobile, Auctions

1. Chen Liang, Zhan Shi and Raghu T. S., "The Spillover of Spotlight: Platform Recommendation in the Mobile App Market"

* Session Chair

2. Sanjeev Dewan, Yi-Jen Ho and Shengjun Mao, “Mobile App Analytics: Impact of Popularity, Quality and Rank on Click and Conversion Performance”
3. Huong May Truong, Alok Gupta, Wolfgang Ketter and Eric van Heck, “Price Elasticity in Multi-channel Dutch Flower Auction”
4. Wu Weifang, Hong Xu, Xiaoquan Zhang and Rong Zheng*, “On the inefficiency of Search-Engine Keyword Auction”

5:30 – 6:00 pm Closing remarks, vote for SCECR 2018 committee

6:00 pm Buses depart for farewell dinner (Runam D’Or Restaurant)