22nd Workshop on Information Technologies and Systems

December 15-16, 2012

Orlando Florida

	Saturday, December 15, 2012
7:30 AM – 8:15 AM	**Continental Breakfast** (Salon 8A)
8:15 AM – 8:30 AM	**Welcoming Remarks (Salon 8A)**

8:30 AM-10:00 AM	**1A: Health Care Information Systems** **Location: Salon 13** **Chair: Raj Sharman**	**1B: E-Commerce** **Location: Salon 14** **Chair: Anuj Kumar**
	Healthcare Information Exchange: A Game-theoretic Analysis. *Emre Demirezen, Subhodha Kumar, and Arun Sen.*	Merchant's Second Battlefield: Optimal Profit-Sharing Scheme on Cashback Platforms. *Yi-Chun Ho and Yi-Jen Ho*
	Modeling Practice Efficiencies due to Healthcare Information Exchanges and Implications for HIE Network Growth. *Niam Yaraghi, Anna De Yu, Raj Sharman, Ram Gopal, and Ram Ramesh.*	An Information Stock Model of Customer Behavior in Multichannel Customer Support Services. *Anuj Kumar, Kinshuk Jerath, and Serguei Netessine.*
	Extracting and Releasing Information from Clinical Documents with Guaranteed Privacy. *Xiaobai Li and Jialun Qin.*	"Showrooming" and the Competition between Store and Online Retailers. *Amit Mehra, Subodha Kumar, and Jagmohan Raju.*

10:00 AM-10:30 AM	**Coffee Break (Salon 8A)**

10:30 AM-12:00 PM	**2A:Text mining in Finance** **Location: Salon 13** **Chair: Praveen Pathak**	**2B:Auctions** **Location: Salon 14** **Chair: Huimin Zhao**
	Does the Market Believe in Marketing? A Text Mining Based Informational Value Perspective. *Joseph Johnson, Brent Kitchens, Debanjan Mitra, and Praveen Pathak.*	Optimization-based Decision Support for Scenario Analysis in Sourcing Markets with Economies of Scale and Scope. *Christian Haas, Martin Bichler, and Kemal Guler.*
	Firm Clustering Based on Financial Statement. *Dazhi Chong and Hongwei Zhu.*	Budget Planning for Coupled Campaigns in Search Auctions. *Yanwu Yang, Rui Qin, Jie Zhang, Xin Li, and Daniel Zeng.*
	Exploring the Informativeness of Forward-Looking Statements in Public Firm Disclosures. *Zhimin Hua, Xiaoyu Wu, and J. Leon Zhao.*	Polarization Trend in Sponsored Search Auctions. *Yong Yuan, Daniel Zeng, Huimin Zhao, and Jiesi Cheng.*

12:00 PM-1:30 PM	**Lunch and Keynote Speech (Salon 8A)** Dan Azevedo, Senior Manager, Critical Facilities at The Walt Disney Company
1:30 PM-2:45 PM	**Panel I – Research to Startup (Salon 14)** Don Berndt, Alok Chaturvedi, Anindya Datta, Kartik Hosanagar, David G. Schwartz
2:45 PM-3:15 PM	**Coffee Break (Salon 8A)**

3:15 PM-5:15 PM	**3A:Recommendation Systems** **Location: Salon 13** **Chair: Roger Chiang**	**3B: Software Development and Implementation I** **Location: Salon 14** **Chair: Dan Zhu**
	Manipulation Resistance in Feedback Models of Top-N Recommenders. *Shankar Prawesh and Balaji Padmanbhan.*	Group Reputation in an Open Source Software Community. *Yuanfeng Cai and Dan Zhu.*
	Social Media-Based Social TV Recommendation System. *Shawndra Hill, Adrian Benton, and Jin Xu.*	A Case for a Workflow Driven Workflow Execution Engine. *Shubhangi Sharma, Kamalakar Karlapalem, and Radha Krishna Pisipati.*
	Product reputation manipulation: Exploring the linguistic characteristics of shill reviews. *Toan Ong and Michael Mannino.*	Creating a Repository for the Design and Delivery of Web Services. *John Delano, Atish Sinha, and Hemant Jain.*
	Recommender Systems Position and Orientation Study in E-commerce Websites. *Noura Alhakbani and Abdulrahman Mizra.*	

5:00 PM – 6:00 PM	WITS Board Meeting (**Salon 14**)
6:15 PM	Leave hotel for Dinner at Funky Monkey I-Drive (Buses depart from hotel main entrance – Reception at 6:45, Dinner at 7:30 (**Restaurant Address**: Pointe Orlando, 9101 International Drive, Suite 1208, 407-418-9463)

	Sunday, December 16, 2012	
7:00 AM – 8:00 AM	**Continental Breakfast (Salon 8A)**	
8:00 AM- 10:00 AM	**4A: Machine Learning** **Location: Salon 13** **Chair: Gautam Pant**	**4B: Internet Service Delivery and Mobile Commerce** **Location: Salon 14** **Chair: Robert Easley**
	Online Review Sentiment Classification Using a Dictionary-Enriched Text Mining Model. *Thomas Ngo-Ye and Atish Sinha.*	Quality of Service Tiering: Implications for Content Innovation and Broadband Coverage. *Hong Guo and Robert Easley.*
	Improving Sentiment Analysis by Dimension Reduction and Parameter Optimization in Support Vector Machines. *Xinmiao Li, Yilu Zhou, Jing Li, and Pengzhu Zhang.*	Service Consolidation and Interconnection among Internet Service Providers. *Robert Chiang and Jhih-Hua Jhang-Li.*
	A Statistical Model for Hierarchical Topic Modeling and User Interest Discovery. *Xuning Tang, Christopher C. Yang, and Mi Zhang.*	Surviving Hyper-Competitive, Unforgiving Platform Ecosystems: Examining Developer Strategies in iOS and Android Marketplaces. *Narayan Ramasubbu, Kajanan Sangaralingam, Nargis Pervin, Kaushik Dutta, and Anindya Datta.*
	Network Effects Comparison in Large Social Network -- An Empirical Investigation. *Bin Zhang, Ramayya Krishnan, and David Krackhardt.*	The Economics of Shared Data Plan. *Soumya Sen, Carlee Joe-Wong, and Sangtae Ha.*
10:00 AM- 11:00 AM	**Poster Session** **Coffee Break (Salon 8A)**	
11:00 AM- 12:15 PM	**Panel II - Working on Mars while Living on Earth (Salon 14)** Kevin C. Desouza, Sandeep Purao, Steve Sawyer, Ajay Vinze	
12:15 PM - 1:30 PM	**Lunch and Award Ceremony (Salon 8A)**	
1:30 PM - 3:00 PM	**5A: Healthcare Applications** **Location: Salon 13** **Chair: Shawndra Hill**	**5B: Software Development and Implementation II** **Location: Salon 14** **Chair: Vijay Khatri**
	Assessing the contribution of HIE systems to medical decision-making. *Ofir Ben-Assuli, Moshe Leshno, Itamar Shabtai, and Shawndra Hill.*	Managing Agile Software Development: A Control-Theoretic Approach. *Subodha Kumar, Yonghua Ji, and Vijay Mookerjee .*
	Mining Patient Orders to Rank Point of Care Tests in Emergency Department Operations. *Thomas Lee and Esther Chen.*	Optimal Coordination in Distributed Software Development. *Hao Xia, Milind Dawande, and Vijay Mookerjee.*
	Evolving Decision Strategies for Dynamic Environments: A Genetic Programming Approach. *G. Meyer, P. Johnson, G. Adomavicius, P. O'Connor, J. Sperl-Hillen, W. Rush, M. Elidrisi, S. Bandyopadhyay.*	Uncertainty, Switching Cost, and Competition in the Software-As-a-Service Market. *Dan Ma and Robert J. Kauffman.*
3:00 PM – 3:30 PM	**Coffee Break (Salon 8A)**	
3:30 PM - 5:00 PM	**6A: Social Networks** **Location: Salon 13** **Chair: Lisa Yeo**	**6B: Analytics/ Big Data** **Location: Salon 14** **Chair: Keumseok Kang**
	Online Opinion Formation and Social Interactions. *Lu Yan, Roch Guerin, Karthik Hosanager, Yong Tan, and Santosh Venkatesh.*	Exploring Crowds' Mean Belief in Fixed Odds Betting for Event Prediction. *Weiyun Chen, Xin Li, and Daniel Zeng.*
	News Article Propagation on Twitter based on Network Measures - An Exploratory Analysis. *Devipsita Bhattacharya and Sudha Ram.*	Learning Sparse Heterogeneous User Preferences. *Marcus Peters and Wolfgang Ketter.*
	Improving robustness of scale-free networks to message distortion. *Arie Jacobi, and Ofir Ben-Assuli.*	Service Systems with Postponable Acceptance and Assignment: A Dynamic and Stochastic Programming Approach. *Keumseok Kang, J. George Shanthikumar, and Kemal Altinkemer.*
5:00 PM	WITS 2013 Planning Meeting **(Salon 14)**	

Poster and Prototype Session
Sunday, December 16, 10:00 AM - 11:00 AM (Salon 8A)

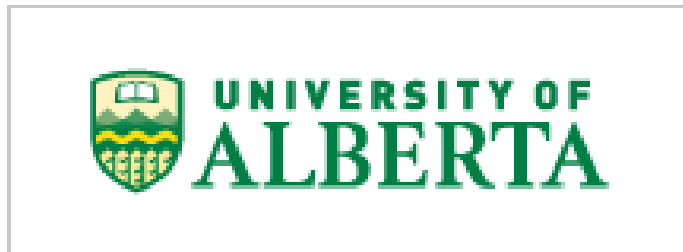| Cluster	Poster/Prototype
Instructional Technology	Using Virtual Worlds as an Innovative Technology for Teaching Rui Huang[1] and Rebecca Jestice[2] ([1] Binghamton University, [2] Earlham College)
	It's Not Just a Class, It's an Adventure: Teaching Web Development Through Game Creation George M. Wyner and Benjamin Lubin, Boston University
	Interactive Classroom Modeling of Key Information & Technology Management Issues Abraham Seidmann, University of Rochester
Healthcare	Wearing Your Heart on Your Sleeve: The Effects of Forums and Search on Sales Tomer Geva[1], Gal Oestreicher-Singer[2], Niv Efron[3], and Yair Shimshoni[4] ([1,3,4] Google, Tel Aviv, [2] Tel Aviv University)
	Virtual World for Advanced Cardiac Life Support Training Prabal Khanal[1], Akshay Vankipuram[2], Aaron Ashby[3], Karen Josey[4], Ashish Gupta[5], Marshall Smith[6] ([1,2,3] Arizona State University Scottsdale, [4,6] Banner Health SimET Center, Phoenix, [5] Minnesota State University Moorhead)
	Research Prototype: A Knowledge Management System to track the Evaluation of the Implementation of a Statewide Health Information Exchange Monica C. Tremblay, Arturo Castellanos, and Gloria Deckard, Florida International University
	A Prototype of a Patient Safety Knowledge Management System (PSKMS) Srikanth Parameswaran, Rohit Valecha, Santhosh Raj, Raj Sharman, H. Raghav Rao, Ranjit Singh, Gurdev Singh, State University of New York at Buffalo
	A Prototype of a Local Emergency Response System based on a Multi-agent conceptual Modeling Language Rohit Valecha, Swati Subhedar, Kshitj Agrawal, Raj Sharman, Raghav Rao, and Shambhu Upadhyaya, State University of New York at Buffalo
Business Analytics	An Analytics Platform for Mobile Applications Anindya Datta and Sangaralingam Kajanan, National University of Singapore
	Demonstration of an Analytical Software Feature in Generalized Audit Software: Use of Benford's Law for Fraud Detection Tasks Hyo-Jeong Kim and Michael Mannino, University of Colorado Denver
Virtual world, Gamification	Face Recognition Enabled Avatar Doug Derrick and Aaron Read, University of Nebraska at Omaha
	Gamifying Collaborative Decision Making Mohammad A. Moradian[1], Kelly Lyons[2], Maaz Nasir[3], and Rock Leung[4] ([1,2,3] UIniversity of Toronto, [4] SAP Canada)
Economics	The Role of Product Variety and Maturity in the Market Valuation of IT Intensive Firms Wael Jabr[1] and Eric Zheng[2] ([1] University of Calgary, [2] University of Texas at Dallas)
	Fixed, Spot and/or Flexi Pricing: An Integrated Prototype for Examining Alternate Pricing Mechanisms in Cloud Computing Yang Yinping[1], Richard Shang[2], and Huang Jianghui[3] ([1,2] Institute of High Performance Computing, A*STAR, [1,3] Singapore Management University)
	Buy it now or later: the Impact of Mari on Multi-unit Sequential Dutch Auctions Yixin Lu[1], Paul van Iterson[2], Alok Gupta[3], Wolfgang Ketter[4], Jan van Dalen[5], and Eric van Heck[6] ([1,2,4,5,6] Rotterdam School of Management, Netherlands, [3] University of Minnesota)
	Increasing Social Welfare and Individual Savings using Economic Incentives for Electric Vehicles Konstantina Valogianni[1], Wolfgang Ketter[2], Mathijs de Weerdt[3], and John Collins[4] ([1,2] RSM Erasmus University, [3] Delft University of Technology, [4] University of Minnesota)

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