CIST 2018

Sessions 1 - 9: Regular presentations, 15 min each, 2 min for Q&A
Session 10: Short presentations, 8 min each
* indicates nominees for Best Conference paper or Best Student paper
Last presenter is the session chair
Saturday Nov 3 - DAY 1

Saturday 7:15 - 8:00 AM Breakfast
Saturday 8:00 - 9:10 AM Session 1
Regency Ballroom A
Track A: Field Experiments
Track B: Advertising
Track C: Mobility
Alex P. Miller and Kartik Hosanag A
An Empirical Meta-analysis of E-commerce A/B Testing Practices
Xing Lan, Tianzhu Sun, and Jun Duan
Uncovering Offline Conversion Funnel with Internet-of-Things: The Case of WiFi Tracking in Retail Industry
Yang Pan and Liangfei Qu
Is Uber Helping or Hurting Mass Transit? An Empirical Investigation
Ni Huang, Peiyou Chen, and Shiyin Wu
Complications Sharing on Social Media: A Randomized Field Experiment
Mishra, Vijay Modise, and Hong Xu
Combining Geoconquesting with Top-of-Funnel Advertising for Advertisers and Digital Agencies
Yuan Zhang and Anj Kumar
Effects of Recommendation Links in the Consumer Purchase Funnel
Chris Parker and Jorge Mejia
When Transparency Fails: Bias and Financial Incentives in Ridesharing Platforms
Chihang Jeon, Jaewung Sim, and Deogeon Cho
Racing Against or With Cherry Pickers? A Randomized Field Experiment on the Impact of Incentivized App Downloads
Yue Jin, Jinyang Zhang, Jinghua Huang, and Yong Tan
Generating Content Under the “Spotlight” of Friends: A Natural Experiment
Zhen Sun, Abhishek Ghoshal, and Kathanabosee
Maximizing Clicks in a Budget Constrained Ad-Campaign
Vibhanshu Abbeshkle, Minsu Dhang, and Alexandre Jacquillat
Strategic Timing and Pricing in On-Demand Platforms
Gilbert

Saturday 9:10 - 9:25 AM Coffee Break
Saturday 9:25 - 10:50 AM Session 2
Regency Ballroom A
Track A: Advertising
Track B: Healthcare
Track C: Online Labor Markets
Delyon Lea, Eumae Ahmed Manzoor, and Zhaojii Cheng
Focused Concept Miner (FCM): an Interpretable Deep Learning for Test Exploration
Kartik Krishna Ganju, Milad Atasoy, and Paul Pavlou
"Where to, Doc?" Electronic Health Record Systems and Patient Mobility
Zhiping Wang, Lici Yang, and Junjie He
Exploration and Exploitation in Crowdsourced New Product Development
Daniel Rock, Erik Brynjolfsson, and Tom Mitchell
Machine Learning and Occupational Change
Dinis Safie, Indranil Bardhan, Alastair Lahiri, and Zhipeng Zhang
Care Quality, Technology Use, and Online Patient Perception
Jiaheng Xie, Bin Zhang, and Daniel Zeng
Write Like a Pro or an Amateur? The Effect of Online Caregiver Forum Writing Professionalism
Hyunjo So and Wonseok Oh
Picture Perfect: An Image Mining of Advertising Content and Its Effects on Facebook Targeting
Idita Adjerid, Rachael Purta, Aaron Striegel, and George Lowenstein
Economic Incentives and Physical Activity: The Role of Choice and Health Wearables
Xue Guo, Jing Gong, and Paul A. Pavlou
Enhancing the "Call for Bids" to Improve Matching Efficiency in Online Labor Markets: Evidence from Freelancer.com
Yoonseok Shin and Wonseok Oh
"Alexa, Buy Me a Movie!": How AI Speakers Redshape Digital Content Consumption and Preference
Hongfei Li, Gang Wang, Jing Peng, and Xue Bai
Online Diaries and Risky Products
Yi Hong, Jing Peng, Gordon Burtch, and Ni Huang
Do You Have Time for a Quick Chat? Direct Messaging System Usage and Hiring Outcomes in Online Labor Markets
Yan Lang, Xiaowen Dong, Dhaval Adjodah, and Alex Pentland
Inferring Mobile App Preference via Multi-View Geometric Information Fusion
YEONGIN KIM, Mohsen Aghaei, Sinivasan Raghunathan, and Bekir Tansuover
Empowering Patients Can Increase Digital Divide: The Effects of Patient Portals on Kidney Allocation
Ni Huang, Gordon Burtch, Yili Hong, and Paul A. Pavlou
Local Economic Conditions and Worker Participation in the Online Gig Economy

Saturday 10:50 - 11:05 AM Coffee Break
Saturday 11:05 - 11:55 AM Session 3
Regency Ballroom A
Track A: Field Experiments
Track B: Advertising
Track C: Mobility
Scott Scheintz, Gordon Burachu, and Gautam Ray
The Effect of Palletness on Social Media Advertising Compliance: Evidence from a Random Field Experiment Conducted on Facebook
Shevanderi Hili, Anthony Colas, H. Andrew Schwart, and Gordon Burutch
Assessing the Effects of TV Ads on Digital Search: On the Selection of Outcome Measures
Yingjie Zhang, Beibei Li, and Zhen Qian
Meet an Emergency? An Empirical Analysis on Productivity of Taxi and Ridesharing Platform
Lanfei Sh and Siva
Vishwanathan
Beauty and Counter-signaling in Online Matching Markets
Bajbigian, Y. Miguel Godinho de Malou, and Pedro Ferreira
Consumer Digital Shopping Journey: The Interplay of Information from Friends and Crowds
Mohammed Alikoob and Mohammed Rahman
Shared Prosperity (or Lack Thereof) in the Sharing Economy
Lanfei Sh and Siva Vishwanathan
Mobile Device Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Experiment
Sidharta Sharma and Vibhanshu Abbeshkle
Effect of Sponsored Listings on Online Marketplaces: The Role of Information Asymmetry
Fujie Jin, Xitong L, Yuan Cheng, and Fu Jeffrey Hu
The Effect of Decisive Bike-sharing on Public Transportation: An Empirical Analysis
Zhe Deng, Aaron Chi Cheng, Pedro Ferreira, and Paul A. Pavlou
The Power of a few “Superstar” Reviews: Empirical Evidence and a Quasi-Natural Field Experiment on Amazon
Ikki Hoswieji and Vijay Modisee
Procuring Impressions from Multiple Mobile Ad-exchanges
Jian Qin, Stephanie Lee, Xianglin Tan, and Yong Tan
Beyond Solving the Last Mile Problem: The Substitution Effects of Bike-sharing on a Ride-sharing Platform

Saturday 11:55 - 1:15 PM Lunch
Saturday 1:15 - 2:25 PM Session 4
Regency Ballroom B
Track A: Field Experiments
Track B: Advertising
Track C: Mobility
Scott Scheintz, Gordon Burachu, and Gautam Ray
The Effect of Palletness on Social Media Advertising Compliance: Evidence from a Random Field Experiment Conducted on Facebook
Shevanderi Hili, Anthony Colas, H. Andrew Schwart, and Gordon Burutch
Assessing the Effects of TV Ads on Digital Search: On the Selection of Outcome Measures
Yingjie Zhang, Beibei Li, and Zhen Qian
Meet an Emergency? An Empirical Analysis on Productivity of Taxi and Ridesharing Platform
Lanfei Sh and Siva Vishwanathan
Beauty and Counter-signaling in Online Matching Markets
Bajbigian, Y. Miguel Godinho de Malou, and Pedro Ferreira
Consumer Digital Shopping Journey: The Interplay of Information from Friends and Crowds
Mohammed Alikoob and Mohammed Rahman
Shared Prosperity (or Lack Thereof) in the Sharing Economy
Lanfei Sh and Siva Vishwanathan
Mobile Device Policy, Attention Allocation, and Student Performance: Evidence from a Video-Tracking Randomized Experiment
Sidharta Sharma and Vibhanshu Abbeshkle
Effect of Sponsored Listings on Online Marketplaces: The Role of Information Asymmetry
Fujie Jin, Xitong L, Yuan Cheng, and Fu Jeffrey Hu
The Effect of Decisive Bike-sharing on Public Transportation: An Empirical Analysis
Zhe Deng, Aaron Chi Cheng, Pedro Ferreira, and Paul A. Pavlou
The Power of a few “Superstar” Reviews: Empirical Evidence and a Quasi-Natural Field Experiment on Amazon
Ikki Hoswieji and Vijay Modisee
Procuring Impressions from Multiple Mobile Ad-exchanges
Jian Qin, Stephanie Lee, Xianglin Tan, and Yong Tan
Beyond Solving the Last Mile Problem: The Substitution Effects of Bike-sharing on a Ride-sharing Platform

Saturday 2:25 - 2:40 PM Coffee Break
Saturday 2:40 - 3:50 PM  
Session 4  
**Regency Ballroom A**  
Track A: IT Strategy  
Apostolos Filippas, John Horton, and Joseph Golden  
**Regency Ballroom B**  
C. Jennifer Tao, Min-Sook Pang, and Brad N. Greenwood  
**Gilbert**  
Track C: Sharing Economy  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Does Machine Translation Affect International Trade? Evidence from a Large Digital Platform**  
Apostolos Filippas, John Horton, and Joseph Golden  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu  
**Reputation Inflation**  
Katherine Hoffmann Phaen, Panagiotis Ipeirotis, and Anur Sumbaramajen  
**Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences**  
Deusan Meng, Zhijie Lin, Yingfei Wang, and Yong Tan  
**The Influence of Platform Regulation in the Sharing Economy**  
Xiang Hui, Erik Brynjolfsson, and Meng Liu

Saturday 3:50 - 4:05 PM  
**Coffee Break**

Saturday 4:05 - 5:15 PM  
Session 5  
**Regency Ballroom A**  
Track A: IT Strategy  
Yuanyuan Chen, Anandhi Bharadwaj and Sundar Bharadwa  
**Is It a ‘Cloudy’ Future? The Impact of Transitioning to SaaS for Software Vendors**  
Nikhil Malik, Manmohan Aseri and Parem Vir Singh  
**Bitcoin Disruption in Payments - Winners and Losers**  
Priyanka Gunaratne, Huaxia Rui, and Abraham Seidmann  
**Too much of a Good Thing? How Team Relationship Influence Software Performance**  
Sunghun Chung and Keongtae Kim  
**Complements Rather than Substitutes: An Empirical Examination of Cryptocurrency and Online Peer-to-Peer Lending Markets**  
Srikar Velichety and Ulbashi Prasad  
**Open Source Code and the Risk of Attacks after Vulnerability Discovery**  
Zhaoxin Lin, Travis Sapp, Jackie Row, and Rahul Panz  
**Insider Trading Ahead of Cyber Breach Announcements**  
Kryongsun Melissa Rhe, Elina Hwang, and Yong Tan  
**Understanding Revenue and Profit Stall: Are Information Technology Firms Different?**  
Minhyung Lee, Gloria Jevanlin, and Heneew Lee  
Ramal Ali Basal, Yuheng Hu, and Liangfei Qiu  
**Social Hiring: The Right LinkedIn Connection that Helps You Land a Job**  
Kyungsun Melissa Rhe, Elina Hwang, and Yong Tan  
Ramal Ali Basal, Yuheng Hu, and Liangfei Qiu  
**Social Hiring: The Right LinkedIn Connection that Helps You Land a Job**  
Kyungsun Melissa Rhe, Elina Hwang, and Yong Tan  
**Understanding Revenue and Profit Stall: Are Information Technology Firms Different?**  
Minhyung Lee, Gloria Jevanlin, and Heneew Lee  
Ramal Ali Basal, Yuheng Hu, and Liangfei Qiu  
**Social Hiring: The Right LinkedIn Connection that Helps You Land a Job**  
Kyungsun Melissa Rhe, Elina Hwang, and Yong Tan

Saturday 5:15 - 6:00 PM  
**Editorial Panel**  
**Moderator:** Vibs Abhishek  
**Panelists:** Anandhi Bharadwaj, Chris Forman, Aksh Gupta, Kartik Hosanagar, Arun Rai  
You can ask questions via slido.com! This will be available October 30th – November 5th. See Cistconf.org for details  
**SLIDO CODE #CISTEDITOR**

Saturday 6:00 - 7:30 PM  
**ISS/ISR Reception**

Saturday 7:30 - 9:30 PM  
**Social Event**
## CIST 2018

**Sunday Nov 4 - DAY 2**

**Sunday 7:15 - 8:00 AM**
Breakfast

**Sunday 8:00 - 9:10 AM**
Session 6

**Track A: UGC**
Regency Ballroom A

**Track B: Multichannel**
Regency Ballroom B

**Track C: Entrepreneurship**
Gilbert

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 - 8:00 AM</td>
<td>Gilbert</td>
</tr>
<tr>
<td>8:00 - 9:10 AM</td>
<td>Session 6</td>
</tr>
</tbody>
</table>

**Track A: UGC**

**Track B: Multichannel**

**Track C: Entrepreneurship**

**Sunday 9:10 - 9:25 AM**
Coffee Break

**Sunday 9:25 - 10:25 AM**
Session 7

**Track A: UGC**
Regency Ballroom A

**Track B: Online Markets**
Regency Ballroom B

**Track C: Online Markets**
Gilbert

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:25 - 10:25 AM</td>
<td>Session 7</td>
</tr>
</tbody>
</table>

**Track A: UGC**

**Track B: Online Markets**

**Track C: Online Markets**

**Sunday 10:25 - 10:40 AM**
Coffee Break

**Sunday 10:40 - 12:05 PM**
Session 8

**Track A: UGC**
Regency Ballroom A

**Track B: Online Markets**
Regency Ballroom B

**Track C: Online Markets**
Gilbert

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:40 - 12:05 PM</td>
<td>Session 8</td>
</tr>
</tbody>
</table>

**Track A: UGC**

**Track B: Online Markets**

**Track C: Online Markets**

**Sunday 12:05 - 2:00 PM**
Lunch & Awards

**Sunday 2:00 - 3:10 PM**
Session 8

**Track A: UGC**
Regency Ballroom A

**Track B: Fintech**
Regency Ballroom B

**Track C: Privacy, Security and Consumer Behavior**
Gilbert

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 - 3:10 PM</td>
<td>Session 8</td>
</tr>
</tbody>
</table>

**Track A: UGC**

**Track B: Fintech**

**Track C: Privacy, Security and Consumer Behavior**

**Sunday 3:10 - 3:25 PM**
Coffee Break

**Sunday 3:25 - 4:35 PM**
Session 9

**Track A: UGC**
Regency Ballroom A

**Track B: Crowdfunding**
Regency Ballroom B

**Track C: Healthcare**
Gilbert

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:25 - 4:35 PM</td>
<td>Session 9</td>
</tr>
</tbody>
</table>

**Track A: UGC**

**Track B: Crowdfunding**

**Track C: Healthcare**

---

You can ask questions via slido.com! This will be available October 30th – November 5th. See Cistconf.org for details SLIDO CODE #CISTAI
Lauren Dahlin, Lauren Rhue, ISS Business Meeting
Session 10
Sunghan Ryu, Keongtae Kim, Regency Ballroom B
6:00 - 7:00 PM
4:35 - 4:50 PM
Gilbert
Leveraging Machine Learning to Reduce Racial
4:50 - 6:00
Q&As and Reviews: Substitutes or
Quality Regulation on Two-Sided Platforms:
**indicates nominees for Best Conference paper or Best Student paper**
Session 10: Short presentations, 8 min each
Sessions 1 - 9: Regular presentations, 15 min each, 2 min for Q&A
Sunday
4:35 - 4:50 PM Coffee Break
Sunday
4:50 - 6:00 Session 10
Regency Ballroom A Regency Ballroom B Gilbert
Track A: Short Papers Track B: Short Papers Track C: Short Papers
Nicolai Bohn
Dennis Kudisch
An Extended Perspective of Technology Photos
in Software Startups: Towards a Theoretical
Model
Lora Zhang, James Dearden
and Oliver Yao
Get Them Stay or Let Them Go? Price Competition
in Online and Offline Markets with Consumer
Search and Product Stockouts
Tongjin Zhou, Lu Yan
Yingfei Wang and Yong Tan
Modelling Users’ Continuous Participation:
Evidence from Online Weight-Loss Communities
Natyung Kyung
Sanghee Lim
Bungee Lee
Stock or Carrot? Check Weather First: The Effect of Weather on Mobile-based
Intervention on Physical Activity
Gang Sun
Bunyapap Ko
Srinivasan Raghunathan
Technological Disruption that Redefines
Consumption: An Examination of Digital Camera Market
Through Diffusion Lens
Anand Gopal, Sabari Rajan
Karmegam, Balaji Koba and
William Rand
In the Grass Greener?
The Strategic Implications of Moving Along
the Value Chain for IT Service Providers
Haeysun Liu
Wen Wen
Andrew Whitston
Peer influence in the workplace:
Evidence from an enterprise networking
platform
Keongtuee Kim
Jeongik Jay Lee
Anand Gopal
Soft but Strong: Software-Based Innovation,
Product Market Competition, and Value Creation
in the IT Hardware Industry
Hyeomin Oh
Tuan Phan
Khim Yong Goh
Are You What You Tweet?
The Impact of Sentiment on Digital News Consumption and Social Media Sharing
Jiaxiu He
Xi Wang
Mark Vandenbosch and
Barrie Nual
Revealed Preference in Online Reviews:
Purchase Verification in the Tablet Market
Jiyoung Park
Jongho Kim
Leveraging Machine Learning to Reduce Racial
Bias on Online Platforms: A Neural Machine
Translation Approach
Cengxiang Yang
Deepayan Chakrabarti
Ashish Agarwal and
Prabhudeva Kanama
Does Market Respond to Information in News Articles
beyond Sentiments?
Iyu Gaozhan, Peng Huang, Yi Xu
Quality Regulation on Two-Sided Platforms:
Exclusion, Subsidy, and First-party
Applications
Shengguo Mao
Sanjeev Dewan
Yi-Jen Ho
Customer Preferences, Platform Revenues, and
Personalized Ranking in Mobile App Monetization
Weixia You
Hanyun Sun
Han Zhang
To Herd or to Watch:
The Moderating Effect of Discussion Sentiment on Crowdfunding Behavior
Yinan Yu, Wartun Them-Am-
Nuai
Zaiyan Wei and Alan
Prinsmaeillard
Rescue or Imperil?
The Role of Social Network Information in
Online Reviews
Arton Cheong
Santhyon Cho
Won Gyun No and Mihlos
Vasarely
If You Can’t Measure It, You Can’t Manage It:
Assessing Cybersecurity Risk Factors Through
Textual Visualization
Balaratnam Rajan
Deborah Fredmann
Abraham Seddinsm
Aindrila Chakraborty
Souvik Bhattacharjee
James Manden
Impact of Broadband Speed on Local Economies: A Causal Model and Decision Aid
for Internet Infrastructure Development in
Local Towns and Municipalities
Cristobal Cheyre
Alessandro Aciqutti
Online Intermediaries, Consumer Prices, and
Business Survival: A Longitudinal Study of the
Adoption of OpenTable in New York City
Cheng Chen
Yuheng Hu
Yingda Lu and Yili Hong
Everyone Can Be a Star: Quantifying Grassroots Online Sellers’ Live Streaming Effects on Product Sales
SIDDHARTH BHATTACHARYYA
SUBODHA KUMAR
Sui Sun Wai
Search Engine Advertising and Contractual
Strategies between a Parent Firm and its
Affiliate: A Game-Theoretic Model
Long Xia, and Wenyu Shen
The Dynamic Impacts of Online Geographic
Location-based Social Media on Offline Vehicle Sales
Vandith Patmu
Karthish Karnam
YunsaeRosehka
Generalized Second Price Auction with Frictions: A Study of Efficiency and Bidding Behavior
Sunday
6:00 - 7:00 PM ISS Business Meeting
Sessions 1 - 9: Regular presentations, 15 min each, 2 min for Q&A
Session 10: Short presentations, 8 min each
* indicates nominees for Best Conference paper or Best Student paper
Last presenter is the session chair