

The 17th Wuhan International Conference on E-Business (WHICEB2018)

An AIS Affiliated Conference

第十七届武汉电子商务国际会议

信息系统协会（AIS）附属会议



The New Beacon New Times Intl. Hotel

纽宾凯新时代国际酒店

Wuhan, China

中国 武汉

May 25- 27, 2018

2018年5月25日-5月27日



Wechat of WHICEB

Part I. Conference Program

Part II. Details of Panel and Presentation Schedule

Wifi Account

User name: NBK-meeting

Password: 12344321

Schedule at a Glance 日程总览

Registration & Check in 会议注册和签到

May 25, 2018 14:00-19:00 The 1st Floor, Lobby of the New Beacon New Times Intl. Hotel
 纽宾凯新时代国际酒店，一楼大堂

May 26, 2018 07:30-18:00 The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel
 纽宾凯新时代国际酒店，商务中心楼 8 楼

May 25th, 2018: Graduate Students' Workshop and Platform Research Symposium 博士论坛与平台研究研讨会

Venue: China University of Geosciences, Conference Center at East Campus

中国地质大学东区会议中心

Time	Program	Meeting Room
5/25/2018 08:30-12:00 13:30-16:30	Graduate Students' Workshop in IS and E-business// 信息系统与电子商务博士生论坛	Dongyuan Room 东苑会议室
	2018 China Platform Strategy Research Symposium// 2018 年平台战略研究研讨会	4# Room 四号会议室

May 26th, 2018: The First Day of Conference 会议第一天

Venue: The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel

纽宾凯新时代国际酒店，商务中心楼 8 楼

Time	Program	Hall
5/26/2018 09:00-12:00	1-Opening //开幕式 2-Best Paper Announcement //宣布最佳论文 3-Keynote Address //主题报告	<i>New Times Hall</i> 新时代厅
5/26/2018 13:30-17:50	Information Economics Seminar//信息经济专题研讨会	<i>International Hall</i> 国际厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Triumph & Excellence Hall</i> 凯旋厅和卓越厅

May 27th, 2018: The Second Day of Conference 会议第二天

Venue: The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel

纽宾凯新时代国际酒店，商务中心楼 8 楼

Time	Program	Hall
5/27/2018 08:30-12:00	China Association for Information Systems (CNAIS) Seminar //CNAIS 专题研讨会	<i>International Hall</i> 国际厅
	<i>Electronic Commerce Research</i> Special issue workshop// <i>Electronic Commerce Research</i> 专刊工作坊	<i>Excellence Hall</i> 卓越厅
	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>Triumph Hall</i> 凯旋厅
5/27/2018 13:30-17:50	Special Address and Concurrent Sessions for Paper Presentation //特邀报告和分会场宣读论文	<i>International, Triumph & Excellence Hall</i> 国际厅、凯旋厅和卓越厅
5/27/2018 16:00-17:50	Workshop of Recommended Papers to Sponsored International Journals //国际期刊推荐辅导工作坊	<i>International Hall</i> 国际厅

The 17th Wuhan International Conference on E-Business (WHICEB2018)

May 25th- May 27th, 2018,
The New Beacon New Times Intl. Hotel, Wuhan, China,

Part I. Conference Program

Registration & Check in 会议注册和签到

May 25, 2018

- 🕒 14:00-19:00 The 1st Floor, Lobby of the New Beacon New Times Intl. Hotel
纽宾凯新时代国际酒店，一楼大堂

May 26, 2018

- 🕒 07:30-18:00 The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel
纽宾凯新时代国际酒店，商务中心楼 8 楼

May 25th, 2018: Graduate Students' Workshop and Platform Research Symposium

博士论坛与平台研究研讨会

Venue: China University of Geosciences, Conference Center at East Campus
中国地质大学（武汉），东区会议中心

1. Graduate Students' Workshop in IS and E-business (Dongyuan Room)

信息系统与电子商务博士生论坛（东苑会议室）

Chair- *Weiguo Fan*, Professor, Virginia Polytechnic Institute and State University, USA

🕒 08:30-08:50 **O**pening Comments

Weiguo Fan, Professor, Virginia Polytechnic Institute and State University, USA

🕒 08:50-09:10 **F**aculty Presentation I

– **Title:** About Design and Design Science

Kanliang Wang 王刊良, Professor, Renmin University of China

🕒 09:10-09:40 **F**aculty Presentation II

– **Title:** How To Make A Theoretical Contribution

Yongqiang Sun 孙永强, Professor, Wuhan University, China

🕒 09:40-10:00 **B**reak

🕒 10:00-10:30 **F**aculty Presentation III

– **Title:** The Five Disciplines for Doctoral Students in China: Lessons Learned from My Personal Experience

Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China

🕒 10:30-11:00 **F**aculty Presentation IV

- **Title:** How to Grow the Research: An Example of Computational Intelligence Based Predictive Analysis

Yukun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology, China

🕒 11:00-12:00 **Q&A**

🕒 12:00-13:30 **Lunch**

🕒 13:30-16:30 **P**anel Discussions

Chair: *Weiguo Fan*, Professor, Virginia Polytechnic Institute and State University, USA

Panelists:

Kanliang Wang 王刊良, Professor, Renmin University of China

Xiangbin Yan 闫相斌, Professor, University of Science & Technology Beijing, China

Rong Du 杜荣, Professor, Xidian University, China

Yongqiang Sun 孙永强, Professor, Wuhan University, China

Zhaohua Deng 邓朝华, Professor, Huazhong University of Science and Technology, China

Yukun Bao 鲍玉昆, Professor, Huazhong University of Science and Technology, China

🕒 16:45 **T**aking bus to Conference hotel

欢迎加入博士论坛群（群号 320043560），参与互动

2. 2018 China Platform Strategy Research Symposium (4# Meeting Room)

2018 年平台战略研究研讨会（迎宾楼 4 号会议室）

Chair- *Xiaoling Li* 李小玲, Professor, Chongqing University, China

Peijian Song 宋培建, Associate Professor, Nanjing University, China

🕒 8:30-8:40 **O**pening comments

Xiaoling Li 李小玲, Professor, Chongqing University, China

Peijian Song 宋培建, Associate Professor, Nanjing University, China

🕒 8:40-9:20 **Title:** Prosocial Compliance in P2P Lending: A Natural Field Experiment

Lingfang Li 李玲芳, Associate Professor, Fudan University, China

🕒 9:20-10:00 **Title:** Design Modular Software Platforms: Implications of Application Program Interfaces for Innovation and Imitation in Third-Party Application Development

Peijian Song 宋培建, Associate Professor, Nanjing University, China

🕒 10:00-10:40 **Title:** Intelligent Job-Talent Recommendation on E-Recruitment Platform

Qiang Wei 卫强, Associate Professor, Tsinghua University, China

🕒 10:40-11:20 **Title:** Incentives for Information Transparency under Vertical Information Asymmetry

He Huang 黄河, Professor, Chongqing University, China

🕒 11:20-12:00 **Title:** Digital Platform Adoption and Inter-organizational Relationships: Implications for Firm Strategies in an Online to Offline Platform Environment

Xing Wan 万兴, Associate Professor, Nanjing University of Finance & Economics, China

🕒 12:00-13:30 **L**unch

🕒 13:30-14:10 **Title:** Understanding the Impact of Multi-Dimensional Ratings on Online Review

Platforms

Xingyao Ren 任星耀, Associate Professor, Nankai University, China

🕒 14:10-14:50 **Title:** Platform Governance and Products Supply Abundance in Travel E-commerce Platform

Zhen Zhu 朱镇, Associate Professor, China University of Geosciences, China

🕒 14:50-15:30 **Title:** An Investigation into Drivers of Network Effects on Two-Sided E-Commerce Platforms: A Dynamic Information Asymmetry Perspective

Xiaoling Li 李小玲, Professor, Chongqing University, China

🕒 15:30-16:30 **Group Discussion**

🕒 16:45 **Taking Bus to Conference Hotel**

May 26th, 2018: The First Day of Conference

Venue: The 8th Floor, Business Center of the New Beacon New Times Intl. Hotel

会议室地点: 纽宾凯新时代国际酒店, 商务中心楼 8 楼

🕒 09:00-9:20 **Opening 开幕式致词 (New Times Hall, 新时代厅)**

Chair- **Jing Zhao 赵晶**, Co-Chair, Professor, The Center for International Cooperation in E-Business (CICEB), China University of Geosciences, Wuhan

Welcome –**Jinhua Cheng 成金华**, Deputy Secretary of Party Committee, China University of Geosciences, Wuhan

Welcome –**Doug Vogel**, Co-Chair, Professor, The President of the Association of Information Systems (AIS) for 2012-2013, AIS Fellow, Harbin Institute of Technology, China

Welcome –**Kanliang Wang 王刊良**, Professor, Vice President of CNAIS, Renmin University of China

🕒 09:20-09:45 **Group Photo Taking on the First Floor & Coffee Break 合影和茶歇**

🕒 09:45-10:00 **Best Paper Announcement 宣布最佳论文 (New Times Hall, 新时代厅)**

Chair- **Yiliu Tu**, Publicity chair of WHICEB2018, Professor, University of Calgary, Canada

🕒 10:00-12:00 **Keynote Address 主题报告 (New Times Hall, 新时代厅)**

Chair: **Doug Vogel**, Co-Chair of WHICEB2018, Professor, Harbin Institute of Technology, China

– **Title: Platform Shift: How Network Business Models are Changing the Shape of Industry**

Marshall Van Alstyne, Everett W. Lord Distinguished Faculty Scholar, Professor, Chair of Information Systems, Boston University

– **Title: Information Asymmetry in Global Platforms: Evidence from the Online Labor Market**

Bin Gu, W. P. Carey Information Systems Associate Dean/Professor, Arizona State University

🕒 12:00-13:30 **Lunch 午餐** Dining Hall, The 2nd Floor of Room building 客房楼二楼餐厅

🕒 13:30-17:50 **Information Economics Seminar (International Hall) – Chinese seminar**

信息经济专题研讨会 (国际厅) -中文会场

主题: 互联网经济与创新

主席: 龚强, 中南财经政法大学文澜学院教授

报告人:

– **发言题目: 信息可得性与交易模式的变化——以共享经济为例**

黄浩, 中国社会科学院财经战略研究院副研究员

– **发言题目: 互联网企业的信息与信用职能——以互联网金融平台为例**

龚强, 中南财经政法大学文澜学院教授

– **发言题目: 私有信息经济体中的效率与动机**

孙祥, 武汉大学经济与管理学院副教授

🕒 13:30-15:40 **Special Address and Concurrent Sessions for Paper Presentation (Triumph & Excellence Hall)**

特邀报告与分会场宣读论文 (凯旋厅和卓越厅)

- 🕒 15:40-16:00 **Coffee Break** 茶歇
- 🕒 16:00-17:50 **Special Address and Concurrent Sessions for Paper Presentation**
(Triumph & Excellence Hall)
特邀报告与分会场宣读论文（凯旋厅和卓越厅）
- 🕒 18:10-19:00 **Reception** Dining Hall, The 2nd Floor of Room building
欢迎晚宴（客房楼二楼餐厅）
- 🕒 19:30-21:00 **Tea Event and Research Exchange** Yellow Crane Hall, The 17th Floor of Room building
研究交流茶话会（客房楼 17 楼，黄鹤厅）



May 27th, 2018: The Second Day of Conference

- 🕒 08:30-12:00 **Electronic Commerce Research special issue workshop (Excellence Hall)**
ECR 专刊工作坊 (卓越厅)

Theme: Cross-border e-Commerce Initiatives under China's Belt and Road Initiative

Chair: J. Christopher Westland, Professor of University of Illinois at Chicago, USA

Guest Editors: Rong Du 杜荣, Professor, Xidian University, China

Jian Mou 牟健, Assistant Professor, Xidian University, China

Time	Title	Presenter
08:30-08:50	Editor-In-Chief's Introduction to the Special Issue	J. Christopher Westland , University of Illinois at Chicago, USA
08:50-10:30	The Influencing Factors Model of Cross-Border E-commerce Development: A Theoretical Analysis	Jue Zhang , Guilin University of Technology, China
	An Exploration of Cross-border E-commerce Consumer Feedbacks: An LDA Approach	Jian Mou , Xidian University, China
	Understanding IS Success Model and Valence Framework in Sellers' Acceptance of Cross-border E-commerce	Yi Cui , Xidian University, China
	* Best Paper Nomination New Weather Indices for China: Tool of Risk Control of International Supply Chain	Jiarui Li , Shaanxi Normal University, China
10:30-10:45	Coffee Break 茶歇	
10:45-12:00	Research on The Optimization Strategy of Cross-border B2B Supply Chain with Service Cost Information Sharing	Jun Ma , Calgary University, Canada
	Policy Recommendations for Promoting the Development of Cross-Border E-Commerce between China and Central Asia	Tingting Xiao , Xidian University, China

- 🕒 08:30-12:00 **China Association for Information Systems (CNAIS) seminar (International Hall)**
信息系统协会中国分会专题研讨会（国际厅）

Theme: Frontier of E-Business Research in the Big Data Era

Chair: *Xue Yang* 杨雪, Associate professor, School of Business, Nanjing University, China

Speakers:

- **Title: When will Online Free Product Trials Contribute to Product Sales? The Impacts of Trial Periods**

Xue Yang 杨雪, Associate professor, School of Business, Nanjing University, China

- **Title: Recent Progress in Platform Ecosystems**

Peijian Song 宋培建, Associate Professor, Nanjing University, China

- **Title: Free Product Sampling and Rating Bias**

Zhijie Lin 林志杰, Associate professor, School of Business, Nanjing University, China

🕒 08:30-10:20 **Special Address and Concurrent Sessions for Paper Presentation (Triumph Hall)**
特邀报告与分会场宣读论文 (凯旋厅)

🕒 10:20-10:40 **Coffee Break** 茶歇

🕒 10:40-12:10 **Special Address and Concurrent Sessions for Paper Presentation (Triumph Hall)**
特邀报告与分会场宣读论文 (凯旋厅)

🕒 12:10-13:30 **Lunch** 午餐 Dining Hall, The 2nd Floor of Room building 客房楼二楼餐厅

🕒 13:30-15:40 **Special Address and Concurrent Sessions for Paper Presentation (International, Triumph & Excellence Hall)**
特邀报告与分会场宣读论文 (国际厅、凯旋厅和卓越厅)

🕒 15:40-16:00 **Coffee Break** 茶歇

🕒 16:00-17:50 **Workshop of Recommended Papers to International Journals (International Hall)**
国际期刊推荐辅导工作坊 (国际厅)

Chair: *Zhen Zhu* 朱镇, Associate Professor, China University of Geosciences, China

Speakers:

- **Title:** Machine Learning Applications in Business and Economics

J. Christopher Westland, Professor, University of Illinois at Chicago, USA

- **Title:** The Introduction of International Journal of Internet and Enterprise Management and Special Issue on “Internet and Enterprise Management in the Sharing Economy”

Xiao-Liang Shen, Professor, Wuhan University, China

Faculty Participants:

Zhen Zhu, 朱镇, Associate Professor, China University of Geosciences, China

Maomao Chi, 池毛毛, Assistant Professor, Central China Normal University, China

Author Participants: Authors of recommended papers in WHICEB 2018

🕒 16:00-17:50 **Special Address and Concurrent Sessions for Paper Presentation (Triumph & Excellence Hall)**
特邀报告与分会场宣读论文 (凯旋厅和卓越厅)

🕒 18:10-19:00 **Dinner** Dining Hall, The 2nd Floor of Room building
欢迎晚宴 (客房楼二楼餐厅)

Part II Panel and Presentation Schedule

Panel Schedule

Presentation Session Topics and Chairs 宣读论文会场主题与分会场主席

Time	International Hall 国际厅	Triumph Hall 凯旋厅	Excellence Hall 卓越厅
5/26/2018 13:30-15:40	—	<p><u>Social Network and Commerce</u></p> <p><i>Ling Zhao</i> Huazhong University of Science and Technology, China</p>	<p><u>e-Service & e-Customer experience in 21st century China</u></p> <p><i>Edward Kasabov</i> University of Huddersfield, UK</p>
5/26/2018 16:00-17:50	—	<p><u>Changing Consumers in the Digital World</u></p> <p><i>Guoxin Li</i> Harbin Institute of Technology, China <i>Jiaoju Ge</i> Harbin Institute of Technology (Shenzhen), China</p>	<p><u>Social Media in the Workplace</u></p> <p><i>Hefu Liu</i> University of Science and Technology of China</p>
5/27/2018 08:30-10:20	—	<p><u>Crowdsourcing and Online Behavior</u></p> <p><i>Yuxiang (Chris) Zhao</i> Nanjing University of Science & Technology, China</p>	—
5/27/2018 10:40-12:10	—	<p><u>Enterprise social media</u></p> <p><i>Yi Wang</i> Southwestern University of Finance and Economics, China</p>	—
5/27/2018 13:30-15:40	<p><u>Big Data and Business Analytics</u></p> <p><i>Huosong Xia</i> Wuhan Textile University, China</p>	<p><u>Emerging Issues in E-Business</u></p> <p><i>Xiao-Liang Shen</i> Wuhan University, China</p>	<p><u>E-business strategy with data driven</u></p> <p><i>Xiaoling Li</i> Chongqing University, China <i>Xingyao Ren</i> Nankai University, China</p>
5/27/2018 16:00-17:50	—	<p><u>Virtual Teams in Information Technology Project Management</u></p> <p><i>Xiaobo Xu</i> The American University of Sharjah, United Arab Emirates</p>	<p><u>User behavior and personalized service</u></p> <p><i>Weijun Wang</i> Central China Normal University, China <i>Chunmei Gan</i> Sun Yat-sen University, China</p>

Special Addresses 分会场特邀报告

The 8th Floor, Business Center Building of the New Beacon New Times Intl. Hotel
 纽宾凯新时代国际酒店，商务中心楼 8 楼

Time	Presenter	Title	Hall
5/26/2018 13:30-14:00	Jiang Wu Wuhan University, China	Data Driven Online Health Community Research	Triumph Hall 凯旋厅
	Alexander Warlow Fellow, Institute of Direct and Digital Marketing, UK	Current Developments and Innovations in E-Business and E-Marketing	Excellence Hall 卓越厅
5/26/2018 16:00-16:30	Weiguo Fan Virginia Polytechnic Institute and State University, USA	Effects of User-provided Photos on Hotel Review Helpfulness: An Analytical Approach with Deep Learning	Triumph Hall 凯旋厅
	Hefu Liu University of Science and Technology of China	Effects of ESM Usage on Job Performance through Task Structure: The Moderating Role of Team Diversity	Excellence Hall 卓越厅
5/27/2018 08:30-09:00	Liang Chen West Texas A&M University, USA	Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation	Triumph Hall 凯旋厅
5/27/2018 10:40-11:10	Yi Wang Southwestern University of Finance and Economics, China	The Heterogeneity and Complementarity of Enterprise Social Media	Triumph Hall 凯旋厅
5/27/2018 13:30-14:00	Xiao-Liang Shen Wuhan University, China	Information Systems Intermittent Discontinuance: Conceptualization and Empirical Investigation	Triumph Hall 凯旋厅
	Xiaoling Li Chongqing University, China	Keyword Advertising Leveraged by Product Information and Keyword Portfolio	Excellence Hall 卓越厅
5/27/2018 16:00-16:30	Xiaobo Xu The American University of Sharjah, United Arab Emirates	Industry 4.0: A Literature Review	Triumph Hall 凯旋厅
	Ping Wang University of Turku, Finland	Understanding Continuance Intention to Use Travel Review Websites	Excellence Hall 卓越厅

Paper Presentations

May 26- Triumph Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 凯旋厅

Theme: Social Network and Commerce

Chair: Ling Zhao, Huazhong University of Science and Technology, China

Time	Paper Title	Presenter	Paper ID
13:30	Data Driven Online Health Community Research	<i>Jiang Wu</i>	Special Address
14:00	Network Structure Mining and Evolution Analysis - Based on BA Scale-Free Network Model	<i>Ting He</i>	38
14:20	Exploring Users' Intention to Use QQ's Various Functions based on Social Cognitive Theory	<i>Xun Wang</i>	50
14:40	A Bibliometric Review of Research Trends in Social CRM	<i>Leqi Xie</i>	60
15:00	* Best Paper Nomination What Factors Will Determine Users' Payment Decision in Online Q&A? An Empirical Research Based on Trust Theory	<i>Yang Zhao</i>	32
15:20	Self-disclosure in Social Network Sites: An Integration of Stimulus-Organism-Response Paradigm and Privacy Calculus Model	<i>Jiaqi Pang</i>	104
15:40	Coffee Break		

Theme: Changing Consumers in the Digital World

Chair: Guoxin Li, Harbin Institute of Technology, China

Jiaojun Ge, Harbin Institute of Technology (Shenzhen), China

Time	Paper Title	Presenter	Paper ID
16:00	Effects of User-provided Photos on Hotel Review Helpfulness: An Analytical Approach with Deep Learning	<i>Weiguo Fan</i>	Special Address
16:30	A Study on Consumers' Learning Effect in the Price Reduction Auction: A Case Study of GongTianXia	<i>Pengfei Xie</i>	57
16:50	Measurement on Short-term Effect and Purchase Conversion Mechanism of Online Advertising	<i>Weiwei Liao</i>	85
17:10	How do Patients with Chronic Diseases Make Usage Decisions Regarding Mobile Health Monitoring Services?	<i>Fanbo Meng</i>	87
17:30	A Text Mining Based Approach for Mining Customer Attribute Data on Undefined Quality Problem	<i>Yiqiong Wu</i>	18

May 26- Excellence Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 卓越厅

Theme: e-Service & e-Customer experience in 21st century China

Chairs: Edward Kasabov, University of Huddersfield, UK

Time	Paper Title	Presenter	Paper ID
13:30	Current Developments and Innovations in E-Business and E-Marketing	<i>Alexander Warlow</i>	Special Address
14:00	A Research about Consumer's Usage Intention to Green Finance Products: Taking the Alipay's Ant forest as the Example	<i>Mi Jun</i>	88
14:20	Can the Adjustment of Consumer Finance Credit Line Cause Impulse Purchase? An Analysis from the Perspective of E-commerce Promotion	<i>Yushan Yusufjiang</i>	99
14:40	The Differences of Online Review Textual Content: A Cross-Cultural Empirical Study	<i>Li Li</i>	16
15:00	e-Control of Online Customers: When Companies Make Customers Compliant	<i>Edward Kasabov</i>	33
15:20	Dual-Channel Supply Chain Network Equilibrium Model with Consumer-Driven	<i>Jun Ma</i>	98
15:40	Coffee Break		

Theme: Social media in the workplace

Chair: Hefu Liu, University of Science and Technology of China

Time	Paper Title	Presenter	Paper ID
16:00	Effects of ESM Usage on Job Performance through Task Structure: The Moderating Role of Team Diversity	<i>Hefu Liu</i>	Special Address
16:30	Inhibitors of Continuance Intention to Use Mobile Social Networking Sites: The Effects of Stress and Regret	<i>Chunmei Gan</i>	69
16:50	Network Structure and Employee Creativity in a Heterogeneous Team	<i>Jing Quan</i>	25
17:10	A Net Loan Monitoring Platform for University Students Based on Visual Micro-blog	<i>Caiyan Lin</i>	46
17:30	Product Information Diffusion in a Social Network and Marketing Implications: A Case Study of Huawei Mobile Phone	<i>Zhang Ling</i>	84

May 27- International Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 国际厅

Theme: Big Data and Business Analytics

Chairs: Huosong Xia, Wuhan Textile University, China

Time	Paper Title	Presenter	Paper ID
13:30	A Hybrid Model to Analyze Air Pollution Spread Scales in Xi' an and Surrounding Cities	<i>Ting Wang</i>	19
13:50	Fine-grained Aspect Extraction for Online Reviews of E-commerce Products Based on Semi-supervised Learning	<i>Yitai Yang</i>	43
14:10	Research on Zipf's Law of Hot Events in Search Engines	<i>Yingfan Xu</i>	67
14:30	Quality Prediction of Answers in Community of Question and Answers of Zhihu	<i>Ming Li</i>	115
14:50	The Relationship Between Investor Sentiment and Stock Market Volatility: Based on the VAR Model	<i>Hao Guo</i>	65
15:10	The Evaluation of E-commerce Efficiency in China using DEA-Tobit model: evidence from Taobao data	<i>Peng Guo</i>	131
15:40	Coffee Break		

May 27- Triumph Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 凯旋厅

Theme: Crowdsourcing and Online Behavior

Chairs: Yuxiang (Chris) Zhao, Nanjing University of Science & Technology, China

Time	Paper Title	Presenter	Paper ID
8:30	Exploring Gender Effects on Peer Rating in Open Innovation and Crowdsourcing: A Case of Website Evaluation	<i>Liang Chen</i>	Special Address
9:00	Signaling Peer Trust in Accommodation-sharing Services: Effects of Similarity and Reviews on Listing Sales	<i>Mengmeng Jin</i>	117
9:20	Gender Differences in Selective Attention and Shopping Intention in the Case of Taobao Live-show: An Eye-Tracking Study	<i>Mengqi Fei</i>	107
9:40	Consumer Coupon Redemption Behavior Prediction on B2C E-commerce	<i>Wenmin Qi</i>	82
10:00	The Motivation of Capital-giving in Crowdfunding Market: A Self-determination Theory Perspective	<i>Xiang Yuan</i>	116
10:20	Coffee Break		

Theme: Enterprise social media

Chair: Yi Wang, Southwestern University of Finance and Economics, China

Time	Paper Title	Presenter	Paper ID
10:40	The Heterogeneity and Complementarity of Enterprise Social Media	<i>Yi Wang</i>	Special Address
11:10	The Analyzing on the Connotation, Properties and Research Trend of Enterprise Social Media	<i>Wang Yu</i>	53
11:30	Exploring Users' Interactive Behaviors in Online Group: A Case Study of QQ Group 'TuanRenTang'	<i>Lei Zhu</i>	114
11:50	Convert Traffic to Purchase: the Impact of Social Network Information on Trust and Purchase Intention in Social Commerce	<i>Yanli Pei</i>	110

May 27- Triumph Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 凯旋厅

Theme: Emerging Issues in E-Business

Chair: Xiao-Liang Shen, Wuhan University, China

Time	Paper Title	Presenter	Paper ID
13:30	Information Systems Intermittent Discontinuance: Conceptualization and Empirical Investigation	<i>Xiao-Liang Shen</i>	Special Address
14:00	An Analysis on the Development Model of China's County-level E-commerce	<i>Kegui Liao</i>	13
14:20	Online-to-offline (O2O) Platforms, Proprietary Platforms and Firm Performance	<i>Feng Xue</i>	52
14:40	Research on the Influencing Factors of the Willingness to Pay for Knowledge Consumers in the Knowledge Payment Platform	<i>Jun Feng</i>	62
15:00	Understanding WeChat User's Intention to Use Various Functions: from Social Cognitive Perspective	<i>Shenhao Zhou</i>	23
15:40	Coffee Break		

Theme: Behavior Virtual Teams in Information Technology Project Management

Chairs: Xiaobo Xu, The American University of Sharjah, United Arab Emirates

Time	Paper Title	Presenter	Paper ID
16:00	Industry 4.0: A Literature Review	<i>Xiaobo (Bob) Xu</i>	Special Address
16:30	Research on Influence Factors of Information Technology Enterprise's Operating Performance	<i>Jiawen Huang</i>	27
16:50	An Analysis with Evolutionary Game of the Resource Sharing in Supply Chain Under Cloud Platform	<i>Xingjian Zhou</i>	79
17:10	The Analysis on Multimodal Transport Mode of Cross-border E-commerce with 'the Belt and Road' Strategy based on Personalized Recommendation	<i>Yanling Fan</i>	95
17:30	Scheduling Limited Resources in Engineering Projects.	<i>Jun Ma</i>	97

May 27- Excellence Hall, the 8th floor, Business Center Building

纽宾凯新时代国际酒店，商务中心 8 楼 卓越厅

Theme: E-business strategy with data driven

Chairs: Xiaoling Li, Professor, Chongqing University, China

Xingyao Ren, Associate Professor, Nankai University, China

Time	Paper Title	Presenter	Paper ID
13:30	Keyword Advertising Leveraged by Product Information and Keyword Portfolio	<i>Xiaoling Li</i>	Special Address
14:00	The Evaluation on Home Improvement Website's Efficiency Based on SBM-DEA	<i>Jiawen Huang</i>	24
14:20	Seller Channel Choice and Optimal Pricing on Heterogeneous Platforms under Online Price Comparison System	<i>Qingfang Sang</i>	49
14:40	Research on Spillover Effect of Paid Search Advertising Channels	<i>Chaofan Yang</i>	77
15:00	* Best Paper Nomination Quantifying the Effect of Mobile Channel Visits on Firm Revenue	<i>Yingnan Zhao</i>	64
15:20	A Research on the Influential Factors of Listing Sales Based on Online Information in Short Rental Markets	<i>Shuang Tao</i>	81
15:40	Coffee Break		

Theme: User behavior and personalized service

Chair: Weijun Wang, Central China Normal University, China

Chunmei Gan, Sun Yat-sen University, China

Time	Paper Title	Presenter	Paper ID
16:00	Understanding Continuance Intention to Use Travel Review Websites	<i>Ping Wang</i>	Special Address
16:30	Privacy as a Commodity Is Not the Case: Privacy Calculus Model for Connected Cars	<i>Jian Mou</i>	36
16:50	Considering correlation retarded growth for personalized recommendation in social tagging	<i>Ling Ding</i>	56
17:10	Will the Recommendation Information be Sure to Improve the Brand Evaluation: The Impact of Distrust	<i>Cheng Hu</i>	74
17:30	A Personalization-Privacy Paradox in Usage of Mobile Health Services: A Game Theoretic Perspective	<i>Fanbo Meng</i>	89

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Guidance map 1 China University of Geosciences, Conference Center at East Campus

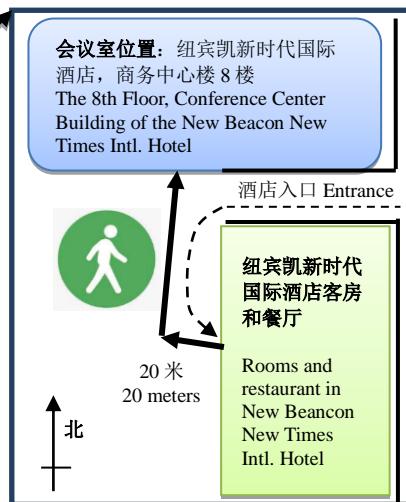
May 25th, 2018: Venue of Graduate Students' Workshop and Platform Research Symposium



Guidance map 2 May 26th-27th, 2018: The New Beacon New Times Intl. Hotel

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