



## Track 1 (Mandeville Building (T), T3-02)

## Track 2 (Mandeville Building (T), T3-10)

## Education / Digital Divide

## Networks

	<u>Paper</u>	<u>Authors</u>	<u>Paper</u>	<u>Authors</u>
8:30 am - 9:50 am	Can the Mobile Internet Bridge the Digital Divide? A Large-Scale Empirical Investigation	Eric Overby, Karthik Babu Nattamai Kannan and Sridhar Narasimhan	Measuring the Value of Recommendation Links on Product Demand	Anuj Kumar and Kartik Hosanagar
	The Effect of Online Collaborative Peer Influence on Academic Performance: A Three-Stage Co-evolution model of Social Network and Individual Behavior	Dan Ding, Tuan Phan, Prasanta Bhattacharya, and Xuesong Lu	Career Trajectories of Entrepreneurs, Executives, and Managers in High-Tech	Bryan Stephens, Rajiv Garg and John Butler
	Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies	Zhe Deng, Aaron Zhi Cheng, Pedro Ferreira and Paul A. Pavlou	Assessing Peer-effects from Egocentric Borrower Networks: Evidence from an Emerging Micro-lending Community	Prasanta Bhattacharya, Tianhui Tan, Tuan Phan
	Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation	<del>XXXXXXXXXX</del> <del>XXXXXXXXXX</del> Bekir Tanriover	Content Growth and Attention Contagion in Information Networks: A Large Scale Natural Experiment on Wikipedia	Kai hu , Dylan Walker and Lev Muchnik

9:50 am - 10:10 am

## Coffee Break (Mandeville Building (T), T3 - Hall)

## Methods II

## Health

10:10 am - 11:50 am	Using predictive modeling for identifying heterogeneity in causal research	Otto Koppius and Galit Shmueli	The Value of Health Information Exchange Use for Chronic Disease Management	Emre Demirezen, Hilal Atasoy and Pei-Yu Chen
	A Novel Approach to Multi-Source Attribution Problem	Jing Peng, Raghuram Iyengar and Kartik Hosanagar	Go to YouTube and Call me Tomorrow: Analytics for Patient Self-Care of Chronic Diseases	Xiao Liu, Bin Zhang, Anjana Susarla and Rema Padman
	Censored Observation Recovery for Causal Inference Using Temporal Sequence and Iterative Data Simulation	Ai-Phuong Hoang, Robert Kauffman and Ting Li	Using IT to Nudge Wellness Behaviors: The Effects of IT-Enabled Social Support and Motivational Messaging	Yash Babar, Shawn P. Curley, Zhihong Ke, De Liu and Zachary Sheffler
	INID: A Statistical Challenge in E-Commerce Research	Yu Liu, Lihong Zhang, and Michael Zhang	Should we play a game? An empirical Investigation of location-based mobile gaming and mental health	Aaron Zhi Cheng, Brad N. Greenwood and Paul A. Pavlou
Gamified Surveys. A New Approach to User Data Collection.	Tamilla Mavlanova Triantoro, Ram Gopal, Raquel Benbunan-Fich and Guido Lang	Matching Patients with Doctors Towards a Trusting Relationship in Primary Care	Qiwei Han, Leid Zejnilovic and Pedro Pitta Barros	

11:50 am - 1:10 pm

## Lunch (Tinbergen Building (H), Siena)

## Crowds

## Consumer Search

1:10 pm - 2:30 pm	Managing Crowdsourcing Contests: The Role of Client Feedback	Pallab Sanyal and Shun Ye	Proleptic Market Analysis: Market Analysis based on Consumers' Attention	Bernd Skiera, Daniel M. Ringel and Elham Maleki
	User Contribution and Its Social-Welfare Value in a Mobile Navigation App for Real-Time Traffic Information Around Urban Areas	Tae Hun Kim, Chenhui Guo, Anjana Susarla and Vallabh Sambamurthy	Measuring Political Partisans' Post-Election Economic Expectations Through Purchase Behavior	Masha Krupenkin, Shawndra Hill and David Rothschild
	Hype or Sense: An Analysis of Co-movements of Cryptocurrency Returns	Vasundhara Sharma, Anitesh Barua and Andrew Whinston	You Are When You Tweet: Automatic Segmentation of Consumers Based On Social Media Activity	Anthony Weishampel and William Rand
	Invested or Indebted: Ex ante and Ex post Reciprocity in Online Knowledge Sharing Communities	Hongfei Li, Jan Stallaert and Ramesh Shankar	Visibility-at-Risk: An Approach to Measure a Firm's Risk of Losing Visibility in Organic Search	Christian Doppler, Gabriela Alves Werb and Bernd Skiera

2:30 pm - 2:50 pm

## Coffee Break (Mandeville Building (T), T3 - Hall)

## Digital Media

## Platforms

2:50 pm - 4:10 pm	Binge Watching and the Subscription of Video on Demand: Evidence from a Randomized Field Experiment	Miguel Godinho de Matos and Pedro Ferreira	Cross-Platform Spillover Effects in Consumption of Rich Digital Media: A Quasi-Experimental Analysis Using Synthetic Controls	Frenkel Hofstede, Haris Krijestorac, Rajiv Garg and Vijay Mahajan
	From Tailored Calls-to-Action to Subscription, to Consumption of Online News: A Field Experiment	Sagit Bar-Gill, <del>XXXXXXXXXX</del> Shachar Reichman	Are Yang and McSteamy More Receptive to a Hot Vote than Meredith and George? Heterogeneity in Treatment Effects in Online Dating	Probal Mojumder, Ravi Bapna, Jui Ramaprasad and Akhmed Umyarov
	Still Time to Shout? Digital Streaming and the Influences of Ranking Charts on Music Sales	Daegon Cho, Jaeung Sim and Jea Gon Park	Verification in Two-sided Matching Markets: Evidence from a Randomized Field Experiment	Lanfei Shi and Siva Viswanathan
	Designing Digital Products for Visibility and Sharing: The Case of Mobile Apps	Aditya Karanam, <del>XXXXXXXXXX</del> Anitesh Barua	Integrating Posted price channel with B2B Sequential Dutch Auction System	Huong May Truong, Alok Gupta, Wolfgang Ketter and Eric van Heck

4:10 pm - 4:30 pm

## Coffee Break (Mandeville Building (T), T3 - Hall)

## Social Media II

## Firm Strategy

4:30 pm - 5:50 pm	Simplicity is Not the Key: Automatically Identifying Concepts in Firm-Generated Social Media Images that Engage Consumers	Gijs Overgoor and William Rand	Organizational Design and the Ability to Exploit Complementarities: A Naturally Occurring Experiment	Anitesh Barua, Genaro Gutierrez and Changseung Yoo
	Predicting Popularity of Rich Digital Media Using Content Features	Haris Krijestorac and Rajiv Garg	New Entry Threats and Information Disclosure: Evidence from the U.S. IT Industry	Yang Pan, Peng Huang and Anand Gopal
	Understanding Pinterest Users Through Behavioral and Survey Data	Jolie Martin	Measuring Business Relatedness for Big Data Strategic Analysis: A Deep Learning Approach	Yang Yu, Ezekiel Leo and Wenjing Duan
	Advertising Spending and Media Bias: Evidence from News Coverage of Car Safety Recalls	Graham Beattie, Ruben Durante, Brian Knight and Ananya Sen	Predicting Firm Performance with API Flows	<del>XXXXXXXXXX</del> , Jonathan Hersh, <del>XXXXXXXXXX</del> <del>XXXXXXXXXX</del> Marshall Van Alstyne