

Welcome Reception (Sunday, June 17, 2018)

6:00 pm - 9:00 pm

Social Event & Dinner (Restaurant The Boathouse Kralingen, Rotterdam)

Day 1 (Monday, June 18, 2018)

8:00 am - 8:30 am

Registration (Mandeville Building (T), T3 - Hall)

8:30 am - 9:15 am

Opening & Keynote (Van der Goot Building (M), Forumzaal 3rd Floor)

9:15 am - 9:35 am

Coffee Break + Registration Cont. (Mandeville Building (T), T3 - Hall)

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

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

	Platform Strategy	Authors	Networks	Authors
9:35 am - 10:55 am	<u>Paper</u> Pre-Contract Communication and Hiring Outcomes in Online Labor Markets	<u>Authors</u> Keving Hong, Jing Peng, Gordon Burtch and Ni Huang	<u>Paper</u> Measuring the Value of Recommendation Links on Product Demand	<u>Authors</u> Anuj Kumar and Kartik Hosanagar
	To Compete or Contract? Assessing the Effectiveness of Tournament- and Contract-based Models in Online Labor Markets	Jason Chan, Jiahui Mo and Nila Zhang	Career Trajectories of Entrepreneurs, Executives, and Managers in High-Tech	Bryan Stephens, Rajiv Garg and John Butler
	Market Efficiency and Welfare in Online Dating Markets: An Evolutionary Perspective	Yash Babar, Ravi Bapna, Akhmed Umyarov and Jui Ramaprasad	Assessing Peer-effects from Egocentric Borrower Networks: Evidence from an Emerging Micro-lending Community	Prasanta Bhattacharya, Tianhui Tan, Tuan Phan
	The Impact of Platform Owner's Entry on Third-Party Stores	Shu He, Jing Peng, Liping Xu, Jianbin Li and Bin Dai	Content Growth and Attention Contagion in Information Networks: A Large Scale Natural Experiment on Wikipedia	Kai Zhu, Dylan Walker and Lev Muchnik

10:55 am - 11:15 am

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

	User-Generated Content	Methods 1	Authors
11:15 am - 12:35 pm	Leadership and Contribution Behavior in Online Communities	Controlling or losing control? The dangers of subgroup analysis in randomized experiments	Ali Tafti and Galit Shmueli
	The Information Content of Multi-Word #Hashtags	Causal nowcasting for country-pair payment flows when disruptive events occur	Zhiyuan Gao, Zhiling Guo and Rob Kauffman
	A Hidden Markov Model of Content Contribution and Provider Learning	A Discovery-Driven Framework for Visualizing the Possibility Space of Consumer-Object Assemblages from IoT Interaction Data	Thomas Novak and Donna Hoffman
	Tell me your ratings and I tell you how you perform – A hidden Markov model for monitoring user perceptions of firms	Generalized Second Price Auction with Market Frictions: A Computational-Experimental Investigation of Auction's Efficiency and Bidding Behavior	Vandith Pamuru, Yaroslav Rosokha and Karthik Kannan

12:35 pm - 2:00 pm

Lunch (Tinbergen Building (H), Siena)

	Crowdfunding	Social Media 1	Authors
2:00 pm - 3:20 pm	The Long Tail of the Peer Economy: Evidence from Kickstarter	"Run Forrest Run!": Measuring the Impact of App-Enabled Social and Performance Feedback on Running Performance	Yash Babar, Jason Chan and Ben Choi
	Digital Multisided Platforms and Women's Health: An Empirical Analysis of Peer-To-Peer Lending and Abortion Rates	Tempting Fate: Social Media Posts, Loss of Followers, and Cumulative Purchases	Brad Greenwood, Paul A. Pavlou and Shuting Ada Wang
	Matching Donors to Projects on Charitable Giving Platforms	The Traveling Reviewer Problem - Exploring the Relationship between Offline Locations and Online Rating Behavior	Juergen Neumann, Dominik Gutt and Dennis Kundisch
	Privacy Concerns and Social Recognition Trade Off: Two Natural Experiments on the Role of Online Identity in Crowdfunding	Predicting Popularity of Rich Digital Media Using Content Features	Haris Krijestorac and Rajiv Garg

3:20 pm - 3:40 pm

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

	Advertising 1	Sharing Economy 1	Authors
3:40 pm - 5:00 pm	Personality Based Targeting for Mobile In-App Display Advertising	"If you strict it, they will come!" - The Effect of Non-Flexibility on Consumption Decisions in the Sharing Economy	Lior Zalmanson, Davide Proserpi and Irit Nitzan
	Building a Better Email Promotion: Quantifying the Effect of Promotional Amounts and Content Choices on Customer Conversion	Multiple ridesharing platforms entrance and their influence to new vehicle sales	Joshua Paundra, Jan van Dalen, Laurens Rook and Wolfgang Ketter
	Measuring the Impact of Mobile Search Ads Across Devices: A Geo Experiment	Examining the Impact of Ridehailing Services on Public Transit Use	Yash Babar and Gordon Burtch
	Advertising Spending and Media Bias: Evidence from News Coverage of Car Safety Recalls	Designing Digital Products for Visibility and Sharing: The Case of Mobile Apps	Aditya Karanam, Ashish Agarwal and Anitesh Barua

5:00 pm - 5:15 pm

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

	Advertising 2	Sharing Economy 2	Authors
5:15 pm - 6:15 pm	Competitive Poaching in Search Advertising: A Randomized Field Experiment	The Impact of Dockless Bike-sharing Service on Subway Traffic	Fujie Jin, Xitong Li, Yu Jeffrey Hu and Yuan Cheng
	Pay For What You Get - Incentive Misalignments in Programmatic Advertising: Evidence from a Randomized Field Experiment	Shared Prosperity (or Lack Thereof) in the Sharing Economy	Mohammed Alyakoob and Mohammad Rahman
	Economic Damage of Cookie Lifetime Restrictions	Home Bias in Online Employment: Evidence from an Online Labour Market	Cheng Liang, Yili Hong and Bin Gu

7:00 pm - 9:45 pm

Social Event & Dinner (Restaurant The Euromast, Rotterdam)

Day 2 (Tuesday, June 19, 2018)

8:00 am - 8:30 am

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

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

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

Education / Digital Divide

Piracy

8:30 am - 9:50 am	<u>Paper</u> Can the Mobile Internet Bridge the Digital Divide? A Large-Scale Empirical Investigation	<u>Authors</u> Eric Overby, Karthik Babu Nattamai Kannan and Sridhar Narasimhan	<u>Paper</u> On the Relationships Between Movie Piracy, File Quality and Box Office Sales	<u>Authors</u> Edward McFowland III, Gordon Burtch and Michael Smith
	The Effect of Online Collaborative Peer Influence on Academic Performance: A Three-Stage Co-evolution model of Social Network and Individual Behavior	Dan Ding, Prasanta Bhattacharya, Tuan Phan and Xuesong Lu	The Impact of DNS Blocking on Digital Piracy Activity	Filipa Reis, Miguel Godinho de Matos and Pedro Ferreira
	Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies	Zhe Deng, Aaron Zhi Cheng, Pedro Ferreira and Paul A. Pavlou	Revenge after Freebies Are Gone? Effects of Curbing Piracy on Online User Ratings	Zike Cao
	Repairing the Digital Divide Can Increase the Service Divide: The Effects of Patient Portals on Kidney Allocation	Yeongin Kim, Mehmet Ayyaci, Srinivasan Raghunathan and Bekir Tanriover	Predicting the Next Big Thing: Analyzing Trends in User Generated Content	Gareth James, Il-Horn Hann and Joohee Oh

9:50 am - 10:10 am

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

Methods 2

Health 1

10:10 am - 11:10 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

11:10 am - 11:20 am

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

Methods 3

Health 2

11:20 am - 12:20 pm	Statistical Inference with Ambiguity	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
	Measuring Business Relatedness for Big Data Strategic Analysis: A Deep Learning Approach	Yang Yu, Ezekiel Leo and Wenjing Duan	A Hybrid Framework for Treating Missing Values in Predictive Modeling & Application to Chronic Disease Prevention	Xinqi You and Maytal Saar-Tsechansky

12:20 pm - 1:20 pm

Lunch (Tinbergen Building (H), Siena)

Crowds

Consumer Search

1:20 pm - 2:40 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 Dopple, Gabriela Alves Werb and Bernd Skiera

2:40 pm - 3:00 pm

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

Digital Media

Platforms

3:00 pm - 4:20 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 Krijest Krijestorac, Rajiv Garg and Vijay Mahajan
	From Tailored Calls-to-Action to Subscription, to Consumption of Online News: A Field Experiment	Sagit Bar-Gil, Yael Inbar and Shachar Reichmann	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
	Customers' Response to Advantaged Grandfather Clause: A Natural Experiment	Xiaoqing Zhang and Tuan Phan	Integrating Posted price channel with B2B Sequential Dutch Auction System	Huong May Truong, Alok Gupta, Wolfgang Ketter and Eric van Heck

4:20 pm - 4:40 pm

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

Social Media 2

Firm Strategy

4:40 pm - 6:00 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
	Selling on Social Media: A Location-Based Investigation of the Impact of Fan Page Stores on Offline Sales	Shuting Ada Wang, Sunil Wattal and JaeHwuen Jung	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	Predicting Firm Performance with API Flows	Seth Benzell, Jonathan Hersh, Guillermo Lagarda and Marshall Van Alstyne

Characterization, Determinants and Efficiency of Bidding in Oligopolistic Multi-unit Auctions

Ezgi Avci Surucu