

SCECR 2016 ACADEMIC PROGRAM

THURSDAY JUNE 23, 2016

9:00-9:15 (Dionysos Room) Opening Remarks

9:15-10:45 SESSION 1 (2 TRACKS, 4 PAPERS/TRACK, 18 minutes/talk + 4 minutes q&a)

Session 1, Track 1 (Dionysos Room): Online Communities I. Session Chair: Chris Dellarocas

1. Ayala Arad, Ohad Barzilay, Maayan Perchick. The Impact of Facebook on Social-Comparison and Happiness: Evidence from a Natural experiment
2. Rajiv Garg and Anitesh Barua. The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling.
3. Yili Hong, Bin Gu, Chen Liang, Gordon Burtch and Nina Huang. Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment
4. Seyyedeh Neda Derakhshani, Theodoros Lappas and Chris Dellarocas. How Does Reputation Affect the Quality and Focus of User Contributions? An Analysis of Online Q&A Communities

Session 1, Track 2 (Ariadne Room): Consumer Behavior. Session Chair: Nachiketa Sahoo

1. Brett Danaher. The Netflix Effect: How Do Streaming Video Services Affect Consumer Demand for Television?
2. Yicheng Song, Nachiketa Sahoo and Elie Ofek. "Bridging the Diversity-Accuracy Gap" A Multi-Category Utility Model of Consumer Response to Content Recommendations
3. Thomas Frick and Ting Li. Social Retargeting – A Field Experiment
4. Genevieve Bassellier and Jui Ramaprasad. Firm or Community as Anchor? The Role of Reference Price in Consumers' Valuation of Digital Goods.

10:45-11:15 COFFEE BREAK

11:15-12:45 SESSION 2 (2 TRACKS, 4 PAPERS/TRACK, 18 minutes/talk + 4 minutes q&a)

Session 2, Track 1 (Dionysos Room): Advertising. Session Chair: Ravi Bapna

1. Panagiotis Adamopoulos, Anindya Ghose, Param Vir Singh and Vilma Todri. Falling in Love with a Brand: Multi-channel Attribution and Interdependencies Beyond Purchase Incidences Engagement with Mobile and Gamification.
2. Shawndra Hill, Gordon Burtch and Michael Barto. The Relationships between Television and Sponsored Search Advertising.
3. Anitesh Barua, Genaro Gutierrez and Changseung Yoo. Analytical and Empirical Modeling of Complementarities in a Digital Advertising Supply Chain
4. Jaehwuen Jung, Ravi Bapna, Joe Golden and Tianshu Sun. Optimal Call to Action for Referral Programs: Evidence from A Randomized Field Experiment.

Session 2, Track 2 (Ariadne Room): Online Communities II. Session Chair: Pedro Ferreira

1. Jesse Shore, Jiye Baek and Chris Dellarocas. Political slant and network structure on Twitter
2. Rodrigo Belo, Pedro Ferreira and Miguel Godinho de Matos. Price Discounts and Peer Effects in Information Goods: Results from A In-vivo Organic Randomized Experiment

3. Ramesh Shankar. Online Reputational Loss Aversion: Empirical evidence from StackOverflow.com
4. Gordon Burtch and Jui Ramaprasad. Assessing and Quantifying Network Effects in an Online Dating Market.

12:45-14:00 LUNCH BREAK

14:00-15:00 SESSION 3 (2 TRACKS, 3 PAPERS/TRACK, 17 minutes/talk + 3 minutes q&a)

Session 3, Track 1 (Dionysos Room): Applications I. Session Chair: Paul Pavlou

1. Kartik Krishna Ganju, Hilal Atasoy and Paul Pavlou. Does the Adoption of Electronic Medical Record Systems Inflate Medicare Reimbursements?
2. German F. Retana, Chris Forman, Sridhar Narasimhan, Marius Florin Niculescu and D.J. Wu. Technology Support and Post-Adoption IT Service Use: Evidence from the Cloud
3. Ramnath Chellappa, Raymond Sin and V Sambamurthy. Has the "Golden Rule" Lost its Aura? Revisiting Multimarket Contact under Asymmetric Pricing in the US Domestic Airline Industry

Session 3, Track 2 (Ariadne Room): Applications II. Session Chair: Marios Kokkodis

1. Wei Shi, Weifang Wu, Michael Zhang and Rong Zheng. Strategic Information Dissemination: Corporate Use of Twitter
2. Probal Mojumder, Jason Chan and Anindya Ghose. The Digital Sin City: An Empirical Study of Craigslist's Impact on Prostitution Trends
3. Marios Kokkodis, Theodoros Lappas and Konstantinos Pelechrinis. The Invisible Barrier: The Effect of Promoting Agencies on Sales in Electronic Markets

15:00-15:15 COFFEE BREAK

15:15-16:15 (Dionysos Room) AZURE ML DEMO. Shawndra Hill, Microsoft Research

16:30 Departure for Aghios Prokopios Beach

FRIDAY JUNE 24, 2016

9:00-10:30 SESSION 4 (2 TRACKS, 4 PAPERS/TRACK, 18 minutes/talk + 4 minutes q&a)

Session 4, Track 1 (Dionysos Room): User Adoption & Churn. Session Chair: Ting Li

1. Zhi Cheng, Ting Li and Paul Pavlou. Acquisition Channels and Customer Churn: Evidence from the Auto Insurance Industry
2. Miguel Godinho de Matos, Pedro Ferreira and Rodrigo Belo. Target the ego or target the group: Evidence from a randomized experiment in pro-active churn management
3. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva. Motivating Mobile App Adoption: Evidence from a Large-scale Randomized Field Experiment
4. Inbal Yahav, David Schwartz and Yaara Welcman. On the Social Capital Tradeoffs in Social CRM

Session 4, Track 2 (Ariadne Room): P2P & sharing economies. Session Chair: Georgios Zervas

1. Gordon Burtch, Seth Carnahan and Brad Greenwood. Can You Gig It? An Empirical Examination of the Gig-Economy and Entrepreneurship
2. Gregory Lewis and Georgios Zervas. The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry
3. Panagiotis Avramidis and Nikolaos Mylonopoulos. Moral intensity and moral hazard in consumer credit: The case of P2P lending
4. Hilah Geva, Ohad Barzilay and Gal Oestreicher- Singer. Supply-Side Shocks in Peer Economy Platforms: Evidence from a Natural Experiment on Kickstarter

10:30-11:00 COFFEE BREAK

11:00-12:30 SESSION 5 (2 TRACKS, 4 PAPERS/TRACK, 18 minutes/talk + 4 minutes q&a)

Session 5, Track 1 (Dionysos Room): User Engagement. Session Chair: Gal Oestreicher-Singer

1. Sanjeev Dewan and Yi-Jen Ho. Click and Conversion Performance of Location-Based Advertising on Mobile Devices
2. Dokyun Lee and Kartik Hosanagar. When do Recommender Systems Work the Best? The Moderating Effects of Product Attributes and Consumer Reviews on Recommender Performance
3. Sagit Bar-Gill and Shachar Reichman. When Online Engagement Gets in the Way of Offline Sales - A Natural Experiment
4. Naama Ilany-Tzur, Lior Zalmanson and Gal Oestreicher- Singer. The Effect of Engagement on Information Disclosure – An Experimental Approach

Session 5, Track 2 (Ariadne Room): Methods. Session Chair: Galit Shmueli

1. Yingjie Zhang, Beibei Li, Ramayya Krishnan and Siyuan Liu. Learning from the Offline Trace: A Case Study of the Taxi Industry
2. Galit Shmueli, Soumya Ray, Suneel Chatla and Juan Manuel Velasquez Estrada. Statistical and Conceptual Challenges in Evaluating the Predictive Performance of PLS Models
3. Tomer Geva and Maytal Saar-Tsechansky. Who's A Good Decision Maker? Data-Driven Ranking under Unobservable Quality

4. Benjamin Lubin and Jesse Shore. Spectral Distribution Hypothesis Tests for the Fit of Network Models

12:30-14:00 LUNCH BREAK

14:00-15:15 SHORT PAPER SESSION 6 (2 TRACKS, 5 PAPERS/TRACK, 10 minutes + 4 minute q&a)

Short Paper Session, Track 1 (Dionysos Room): E-Commerce. Session Chair: William Rand

1. Anuj Kumar, Amit Mehra and Subodha Kumar. Impact of Physical Retail Channels on Customers' Online Purchase Behavior
2. Manuel Chica and William Rand. Agent-based decision support systems for managing word-of-mouth programs: An application to freemium business model
3. Prasanta Bhattacharya, Tuan Phan and Khim Yong Goh. The value of Social Media Brand Pages: Investigating the Effects of Self-presentation at Online Social Network Sites on Offline Purchases
4. Tianhui Tan and Tuan Phan. A Method for Credit Scoring using Social Media
5. Dimitrios Tsekouras and Ting Li. Product Recommendations in Email Marketing: A Field Experiment

Short Paper Session, Track 2 (Ariadne Room): Applications. Session Chair: Laurens Rook

1. Nishtha Langer and Tarun Jain. Peer Influence and the Choice of IT Careers
2. Xu Han, Sudip Bhattacharjee, Priyanka Goyal, Wolfgang Ketter and Laurens Rook. Smart Grid Balancing: Estimating the Impact of Information Transparency and Social Values on a Public Good Infrastructure
3. Yiye Zhang and Rema Padman. Not Your Average Guideline: Clinical Pathway Learning from Electronic Health Record Data
4. Soumya Sen, Carlee Joe-Wong, Sangtae Ha and Mung Chiang. Enabling Time-Dependent Pricing in Mobile Data Plans
5. Qian Tang and Liangfei Qiu. Understanding Cross-Platform User Behavior and Its Impacts on Content Diffusion in Social Media

15:30-15:45 (Dionysos Room) CLOSING REMARKS – ELECTION OF SCECR 2017 COMMITTEE

16:00 Departure for Plaka Beach