

2008 Symposium on Statistical Challenges in Electronic Commerce Research: Program

Sunday May 18th, 2008

8:00-8:30 am **Breakfast (KMC 5-50)**

8:30-8:45 **Welcome and Opening Remarks**

8:45-10:00 **Theme Session: User-Generated Content 1 (KMC 4-90)**

Session Chair: Michael Smith (Carnegie-Mellon University)

Consumers' deal evaluation on FatWallet: an online community information capital perspective. *Yixin Qiu (University of Maryland), Siva Viswanathan (University of Maryland), Ritu Agarwal (University of Maryland).*

Measuring the Pricing Power of User-Generated Reviews for Hedonic Goods. *Nikolay Archak (NYU Stern), Anindya Ghose (NYU Stern), Panagiotis Ipeirotis (NYU Stern).*

Tall heads vs. long tails: Do consumer reviews increase the informational inequality between hit and niche products? *Chrysanthos Dellarocas (University of Maryland), Ritu Narayan (University of Maryland).*

10:25-12:00 **Theme Session: User Generated Content 2 (KMC 4-90)**

Session Chair: Anindya Ghose (NYU Stern)

Noisy Multi-labeling for Mining Networked Data. *Shengli Sheng (NYU Stern), Foster Provost (NYU Stern), Panos Ipeirotis (NYU Stern).*

Early and Dynamic Forecasting of New Product Demand Using Functional Models and Online Prediction Markets. *Wolfgang Jank (University of Maryland), Natasha Foutz (University of Maryland), Gareth James (University of Southern California).*

User generated contributions to enterprise-wide forums. *David Krackhardt (Carnegie Mellon University), Ramayya Krishnan (Carnegie Mellon University), Vineet Kumar (Carnegie Mellon University).*

Location, Location, Location: An Analysis of Profitability and Position in Online Advertising Markets. *Ashish Agarwal (Carnegie Mellon University), Kartik Hosanagar (Wharton), Michael D. Smith (Carnegie Mellon University).*

12:00-1:30 pm **Lunch (KMC 5-50)**

Keynote Speaker: Daryl Pregibon (Google)

1:30-2:45		Theme Session: Social Networks 1 (KMC 4-90)	
		<i>Session Chair: Foster Provost (NYU Stern)</i>	
	Search versus Word-of-Mouth: Evidence from Sales of Diapers Online. Jeonghye Choi (Wharton), David R. Bell (Wharton), Leonard M. Lodish (Wharton).		
	Modeling Product Space as Network for Causality and Profitability. Troy Raeder (University of Notre Dame), Nitesh V. Chawla (University of Notre Dame).		
	Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation Networks. Hsuan-Wei Michelle Chen (University of Texas, Austin), Bin Gu (University of Texas, Austin), Prabhudev Konana (University of Texas, Austin).		
3:05-4:40		E-commerce 1 (KMC 4-60)	E-commerce 2 (KMC 4-90)
		<i>Session Chair: Paulo Goes (University of Connecticut)</i>	<i>Session Chair: Rohit Deo (NYU Stern)</i>
	An Automated and Data-Driven Bidding Strategy for Online Auctions. Shu Zhang (University of Maryland), Wolfgang Jank (University of Maryland).		Customer-Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data. Kinshuk Jerath (Wharton), Peter S. Fader (Wharton), Bruce G.S. Hardie (London School of Business).
	Models of Bidder Activity that are Consistent with Self-Similar Bid Arrivals. R.P. Russo (University of Maryland), G. Shmueli (University of Maryland), N. Shyamalkumar (University of Maryland).		On the Temporal Nature of Sales to Rank Relationships of Music Albums. Ramnath K. Chellappa (Emory University), Conny Chen Karnes (Emory University).
	Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts? Ravi Bapna (Indian School of Business), Paulo Goes (University of Connecticut), Cuihong Li (University of Connecticut), Sarah Rice (University of Connecticut).		Statistical Inference with Large (eCommerce) Datasets. Galit Shmueli (University of Maryland).
	The Adverse Selection Implications of Companion Electronic Markets: An Investigation in the Wholesale Automotive Industry. Eric Overby (Georgia Institute of Technology).		Sampling Schemes for Web-Based Data Collection. Adam Wilson (University of Maryland), Galit Shmueli (University of Maryland).

5:00-6:35		E-commerce 3 (KMC 4-60)	E-commerce 4 (KMC 4-90)
		<i>Session Chair: Wolfgang Jank (University of Maryland)</i>	<i>Session Chair: Galit Shmueli (University of Maryland)</i>
		How Foolish is Steve Jobs? An Empirical Look at Uniform Song Pricing. <i>Ben Shiller (Wharton), Joel Waldfogel (Wharton).</i>	IT and Firm Clustering: A Point-Pattern Comparison of the Service and Manufacturing Industries. <i>Matt Wimble (Michigan State University), Harminder Singh (Michigan State University), Vallabh Sambamurthy (Michigan State University).</i>
		Spatial Clustering and Repeat Purchases Online. <i>Ka Lok Lee (Wharton), David R. Bell (Wharton).</i>	The Impact of Information Technology on Industry-Level Efficiency: A Slacks-Based DEA Comparison of the Service and Manufacturing Sectors. <i>Anthony Ross (Michigan State University), Matt Wimble (Michigan State University), Vallabh Sambamurthy (Michigan State University).</i>
		A Missing Data Paradox for Nearest Neighbor Recommender Systems. <i>Daniel Fleder (University of Pennsylvania), Kartik Hosanagar (University of Pennsylvania).</i>	A Finite Mixture Logit Model to Predict Electronic Payments System Adoption. <i>Ravi Bapna (Indian School of Business), Paulo Goes (University of Connecticut), Zhongju Zhang (University of Connecticut).</i>
		The Development of Recommender System Based On Trajectory Analysis. <i>Youngsoo Kim (Seoul National University), Ramayya Krishnan (Carnegie Mellon University).</i>	Indirect Reciprocity in a Peer-to-Peer Music Sharing Network – An Empirical Analysis of Individual Level Data. <i>Bin Gu (University of Texas at Austin), Yun Huang (Northwestern University), Wenjing Duan (The George Washington University), Andrew B. Winston (University of Texas at Austin).</i>
7:00-10:00	Dinner at the Leela Lounge. <i>1 West Third Street, New York, NY 10012. (212) 529 2059</i>		

Monday May 19th, 2008	
8:30-9:45	Breakfast and Poster Presentations (KMC 5-50)
9:45-11:00	Theme Session: User Generated Content 3 (KMC 4-90)
<i>Session Chair: Ramayya Krishnan (Carnegie-Mellon University)</i>	
	Link to Success: How Blogs Build an Audience by Promoting Rivals. <i>Dina Mayzlin (Yale University), Hema Yoganarasimhan (Yale University).</i>
	Does Chatter Matter? The Impact of User-Generated Content on Music Sales. <i>Vasant Dhar (NYU Stern), Elaine Chang (D.E. Shaw).</i>
	Understanding the Impact of Music Blogs on Consumption. <i>Sanjeev Dewan (University of California, Irvine), Jui Ramaprasad (University of California, Irvine).</i>
11:20-12:55pm	Theme Session: Social Networks 2 (KMC 4-90)
<i>Session Chair: Arun Sundararajan (NYU Stern)</i>	
	Collective Inference for Network-Based Target Marketing. <i>Shawndra Hill (Wharton), Foster Provost (NYU Stern), Chris Volinsky (AT&T Labs).</i>
	Link Formation over Intra-Organizational Blog Networks. <i>Nachiketa Sahoo (Carnegie Mellon University), Ramayya Krishnan (Carnegie Mellon University), Jamie Callan (Carnegie Mellon University).</i>
	Identification of Social Effects Using Networked ECommerce Data. <i>Gal-Oestreicher Singer (NYU Stern and Tel-Aviv University), Arun Sundararajan (NYU Stern).</i>
	Social Networks and the Diffusion of User-Generated Digital Content: Evidence from YouTube. <i>Jeong-ha Oh (University of Washington, Seattle), Anjana Susarla (University of Washington, Seattle), Yong Tan (University of Washington, Seattle).</i>
1:00-2:30	Lunch (KMC 5-50)
	Keynote Speaker: Duncan Watts (Yahoo Research)

2:30-3:45

Theme Session: Social Networks 3 (KMC 4-90)

Session Chair: Claudia Perlich (IBM Watson)

On the Existence of E-Loyalty Networks in eBay Auctions and Their Structure. *Inbal Yahav (University of Maryland), Wolfgang Jank (University of Maryland).*

Recommender Systems for Media Consumption: Netflix and More. *Chris Volinsky (AT&T Labs).*

Who you are or whom you know? Consumption interdependences in social networks. *Daniel Birke (Idiro Technologies and University of Nottingham).*