

## 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 |                                                                                                                                                                                                                                                                           | <b>Theme Session: Social Networks 1 (KMC 4-90)</b>           |                                                                                                                                                                                      |
|           |                                                                                                                                                                                                                                                                           | <i>Session Chair: Foster Provost (NYU Stern)</i>             |                                                                                                                                                                                      |
|           | <b>Search versus Word-of-Mouth: Evidence from Sales of Diapers Online.</b> Jeonghye Choi (Wharton), David R. Bell (Wharton), Leonard M. Lodish (Wharton).                                                                                                                 |                                                              |                                                                                                                                                                                      |
|           | <b>Modeling Product Space as Network for Causality and Profitability.</b> Troy Raeder (University of Notre Dame), Nitesh V. Chawla (University of Notre Dame).                                                                                                            |                                                              |                                                                                                                                                                                      |
|           | <b>Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation Networks.</b> Hsuan-Wei Michelle Chen (University of Texas, Austin), Bin Gu (University of Texas, Austin), Prabhudev Konana (University of Texas, Austin).        |                                                              |                                                                                                                                                                                      |
| 3:05-4:40 |                                                                                                                                                                                                                                                                           | <b>E-commerce 1 (KMC 4-60)</b>                               | <b>E-commerce 2 (KMC 4-90)</b>                                                                                                                                                       |
|           |                                                                                                                                                                                                                                                                           | <i>Session Chair: Paulo Goes (University of Connecticut)</i> | <i>Session Chair: Rohit Deo (NYU Stern)</i>                                                                                                                                          |
|           | <b>An Automated and Data-Driven Bidding Strategy for Online Auctions.</b> Shu Zhang (University of Maryland), Wolfgang Jank (University of Maryland).                                                                                                                     |                                                              | <b>Customer-Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data.</b> Kinshuk Jerath (Wharton), Peter S. Fader (Wharton), Bruce G.S. Hardie (London School of Business). |
|           | <b>Models of Bidder Activity that are Consistent with Self-Similar Bid Arrivals.</b> R.P. Russo (University of Maryland), G. Shmueli (University of Maryland), N. Shyamalkumar (University of Maryland).                                                                  |                                                              | <b>On the Temporal Nature of Sales to Rank Relationships of Music Albums.</b> Ramnath K. Chellappa (Emory University), Conny Chen Karnes (Emory University).                         |
|           | <b>Comparison of Simultaneous Auctions in the Laboratory: Student Subjects or Subject Matter Experts?</b> Ravi Bapna (Indian School of Business), Paulo Goes (University of Connecticut), Cuihong Li (University of Connecticut), Sarah Rice (University of Connecticut). |                                                              | <b>Statistical Inference with Large (eCommerce) Datasets.</b> Galit Shmueli (University of Maryland).                                                                                |
|           | <b>The Adverse Selection Implications of Companion Electronic Markets: An Investigation in the Wholesale Automotive Industry.</b> Eric Overby (Georgia Institute of Technology).                                                                                          |                                                              | <b>Sampling Schemes for Web-Based Data Collection.</b> 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>                                                                                                                                                                                                                                                  |
|            |                                                                                                   | <b>How Foolish is Steve Jobs? An Empirical Look at Uniform Song Pricing.</b> <i>Ben Shiller (Wharton), Joel Waldfogel (Wharton).</i>                                       | <b>IT and Firm Clustering: A Point-Pattern Comparison of the Service and Manufacturing Industries.</b> <i>Matt Wimble (Michigan State University), Harminder Singh (Michigan State University), Vallabh Sambamurthy (Michigan State University).</i>                                                          |
|            |                                                                                                   | <b>Spatial Clustering and Repeat Purchases Online.</b> <i>Ka Lok Lee (Wharton), David R. Bell (Wharton).</i>                                                               | <b>The Impact of Information Technology on Industry-Level Efficiency: A Slacks-Based DEA Comparison of the Service and Manufacturing Sectors.</b> <i>Anthony Ross (Michigan State University), Matt Wimble (Michigan State University), Vallabh Sambamurthy (Michigan State University).</i>                  |
|            |                                                                                                   | <b>A Missing Data Paradox for Nearest Neighbor Recommender Systems.</b> <i>Daniel Fleder (University of Pennsylvania), Kartik Hosanagar (University of Pennsylvania).</i>  | <b>A Finite Mixture Logit Model to Predict Electronic Payments System Adoption.</b> <i>Ravi Bapna (Indian School of Business), Paulo Goes (University of Connecticut), Zhongju Zhang (University of Connecticut).</i>                                                                                         |
|            |                                                                                                   | <b>The Development of Recommender System Based On Trajectory Analysis.</b> <i>Youngsoo Kim (Seoul National University), Ramayya Krishnan (Carnegie Mellon University).</i> | <b>Indirect Reciprocity in a Peer-to-Peer Music Sharing Network – An Empirical Analysis of Individual Level Data.</b> <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 | <b>Dinner at the Leela Lounge.</b> <i>1 West Third Street, New York, NY 10012. (212) 529 2059</i> |                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                               |

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

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).*