

2015 Taiwan Summer Workshop on Information Management, July 12-14, 2015

Host: Department of Information Management, College of Management, National Taiwan University

Venue: Management Building I, National Taiwan University

Program

July 12, 2015 (Sunday)			
18:00-	Advisory Board Meeting and Reception for Keynote Speakers and Distinguished Guests		
July 13, 2015 (Monday)			
08:40-	Registration (4F)		
09:15-09:25	Opening Ceremony (Room 402)		
09:25-10:20	Keynote Speech I: Big Data Analytics Research in the IS Discipline: Opportunities, Dilemmas, and Ways Forward Speaker: Prof. Suprateek Sarker (University of Virginia, Editor-in-chief of <i>Journal of the AIS</i>) Chair: Michael Shaw (University of Illinois at Urbana-Champaign) (Room 402)		
10:20-10:40	Coffee Break		
10:40-11:35	Keynote Speech II: To Explain or To Predict? Predictive Analytics in Information Systems Research Speaker: Prof. Galit Shmueli (National Tsing Hua University, Distinguished Professor) Chair: Eric T.G. Wang (National Central University) (Room 402)		
11:35-12:30	Keynote Speech III: Social Commerce: The Impact of Social Group Climate on Group Members' Purchase Intention and Behaviour Speaker: Prof. Kwok-Kee Wei (City University of Hong Kong, AIS Fellow, Former President of AIS) Chair: Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) (Room 402)		
12:30-14:00	Lunch (Rooms 402 & 405)		
Paper Presentation			
14:00-16:10	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Session 1 (Room 402) Chair: Furen Lin Advisors: Michael Shaw, Olivia R. Liu Sheng, San-Yih Hwang S1-01 An Incremental Associative Classification Approach for Big Data Analytics (by <u>Ching-Chin Chern, Hsin-Ting Chung, Shu-Yi Chen</u>) S1-02 Mining Opinion Leaders in Social Media (by <u>Chin-Sheng Yang, Yung-Chih Chen, Yunchao He</u>) S1-03 A Rule-based Medical Data Mining and Analytical Framework for the Emergency Department (by <u>I-Chin Wu, Tzu-Li Chen, Yen-Yi Feng</u>) S1-04 Ontology-based Feature Modeling Analysis on Software Product Lines (by <u>Tse-Chih Hsia, Jen-Her Wu, Yi-Jhen Ku, Te-Min Chang</u>) </td> <td style="width: 50%; vertical-align: top;"> Session 2 (Room 405) Chair: Houn-Gee Chen Advisors: Patrick Chau, Choon Ling Sia S2-01 Social Media Initiatives of E-Retailers in Asia: An Econometric Analysis of Extent of Adoption and Business Value (by <u>Howard Hao-Chun Chuang, Yen-Chun Chou</u>) S2-02 Perceived Helpfulness of Comparative Word-of-Mouth: An Empirical Evidence from Amazon.com (by <u>Chih-Ping Wei, Chih-Hung Peng, Yani Shi, Chun-Mao Chang, Choon Ling Sia</u>) S2-03 How Does Enterprise Social Media Support For Communication Influence Team Performance? (by <u>Qian Huang, Xiayu Chen, Hefu Liu</u>) </td> </tr> </table>	Session 1 (Room 402) Chair: Furen Lin Advisors: Michael Shaw, Olivia R. Liu Sheng, San-Yih Hwang S1-01 An Incremental Associative Classification Approach for Big Data Analytics (by <u>Ching-Chin Chern, Hsin-Ting Chung, Shu-Yi Chen</u>) S1-02 Mining Opinion Leaders in Social Media (by <u>Chin-Sheng Yang, Yung-Chih Chen, Yunchao He</u>) S1-03 A Rule-based Medical Data Mining and Analytical Framework for the Emergency Department (by <u>I-Chin Wu, Tzu-Li Chen, Yen-Yi Feng</u>) S1-04 Ontology-based Feature Modeling Analysis on Software Product Lines (by <u>Tse-Chih Hsia, Jen-Her Wu, Yi-Jhen Ku, Te-Min Chang</u>)	Session 2 (Room 405) Chair: Houn-Gee Chen Advisors: Patrick Chau, Choon Ling Sia S2-01 Social Media Initiatives of E-Retailers in Asia: An Econometric Analysis of Extent of Adoption and Business Value (by <u>Howard Hao-Chun Chuang, Yen-Chun Chou</u>) S2-02 Perceived Helpfulness of Comparative Word-of-Mouth: An Empirical Evidence from Amazon.com (by <u>Chih-Ping Wei, Chih-Hung Peng, Yani Shi, Chun-Mao Chang, Choon Ling Sia</u>) S2-03 How Does Enterprise Social Media Support For Communication Influence Team Performance? (by <u>Qian Huang, Xiayu Chen, Hefu Liu</u>)
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16:10-16:30	Coffee Break		
16:30-17:40	Panel I: Meeting with Editors Chair: Kwok-Kee Wei (City University of Hong Kong) Panelists: Patrick Chau (The University of Hong Kong) Ting-Peng Liang (National Chengchi University/National Sun Yat-sen University) Suprateek Sarker (University of Virginia) Michael Shaw (University of Illinois at Urbana-Champaign) (Room 402)		
18:30-	Conference Banquet		

July 14, 2015 (Tuesday)

09:00-	Registration (4F)
09:30-10:25	Keynote Speech IV: Value-oriented Business Analytics Research Speaker: Prof. Olivia R. Liu Sheng (University of Utah, Presidential Professor and Emma Eccles Jones Presidential Chair of Information Systems) Chair: Hsing K. (Kenny) Cheng (University of Florida) (Room 402)
10:25-10:55	Coffee Break
10:55-11:50	Keynote Speech V: Big Data Research: Old Wine in a New Bottle? Speaker: Prof. Patrick Chau (The University of Hong Kong, Editor-in-chief of <i>Information & Management</i>) Chair: Jen-Her Wu (National Sun Yat-sen University) (Room 402)
11:50-13:30	Lunch (Rooms 402 & 405)
Paper Presentation	
13:30-15:40	Session 3 (Room 402) Chair: Ling-Ling Wu Advisors: Suprateek Sarker, Kwok-Kee Wei, Eric T.G. Wang S3-01 PLSpredict: Informing Theory by Generating Predictions from PLS Models (by <u>Juan Manuel Velasquez Estrada, Suneel Chatla, Soumya Ray, Galit Shmueli</u>) S3-02 Constructing the Software Quality Reference Model for Mobile Applications (by <u>Shu-Chun Ho, Shyh-Ming Lin, Jian-Liang Chen, Pei-Ci Li</u>) S3-03 Determining the Continuous Contributors based on Review Behavior and Trust Network (by <u>Yi-Cheng Ku, Chih-Hung Peng, Chih-Ping Wei, Yin-An Chen</u>) S3-04 Factors Affecting Individuals' Intention To Adopt Cloud Health Services: From Health Belief Model and Information Privacy Concerns Perspective (by <u>Hui-Mei Hsu</u>)
	Session 4 (Room 405) Chair: Cheng-Yuan Ku Advisors: Galit Shmueli, Hsing K. (Kenny) Cheng S4-01 Modeling Social Media Time Series (by <u>Hsin-Min Lu, Chun-Jung Tai</u>) S4-02 Predicting the Subway Volume Using Local Linear Kernel Regression (by <u>Yu-Chen Yang, Jie Cao, Chao Ding, Yong Jin</u>) S4-03 Revenue Sharing for Radiation Treatments between Equipment Vendors and Hospitals (by <u>Ling-Chieh Kung</u>)
15:40-16:00	Coffee Break
16:00-17:10	Panel II: Big Data and IS Research Chair: Eric T.G. Wang (National Central University) Panelists: Olivia R. Liu Sheng (University of Utah) Galit Shmueli (National Tsing Hua University) Suprateek Sarker (University of Virginia) Hsing K. (Kenny) Cheng (University of Florida) (Room 402)
17:10-	Closing Ceremony (Room 402)

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