The 13th Annual Big XII+ MIS Research Symposium | April 10-12, 2015

Friday, April 10
5:00 – 7:00 pm
Gateway Hotel and Conference Center, 2100 Green Hills Dr., Ames, IA 50014
Symposium Check In | South Prairie Ballroom
6:00 – 8:30 pm
Reception and Heavy Hors D’oeuvres | South Prairie Ballroom

Saturday, April 11
7:15 – 8:15 am
Gerdin Business Building, Iowa State University
Shuttle to Conference
Shuttle meets at the Lobby Entrance of the Gateway Hotel and drops off in Parking Lot 50B across from Gerdin
7:30 – 8:30 am
Check In & Breakfast | Bergstrom Commons
8:30 – 9:00 am
Symposium Welcome | Gerdin 1148
Opening Remarks: David Spalding, Raisbeck Endowed Dean, College of Business, Iowa State University
9:00 – 9:45 am
Keynote Address | Gerdin 1148
Is Cognitive Neuroscience Useful for Advancing IS Theory and Research?
Professor Fred Davis, University of Arkansas
9:45 – 10:00 am
Networking Break | Bergstrom Commons
10:00 – 11:30 am
Session 1A: Social Media and Online Communities | Gerdin 2127
How Two Hot Information Technology Innovations Diffuse: An Organizing Vision Perspective
Dawei Wang, U. Oklahoma
Discussant: Stacie Petter, U. Nebraska at Omaha
Impacts of Interacting with Product Users on Employee Innovativeness in Firm-hosted Online User Innovation Communities
Jie Yan, Baylor
Discussant: Michael Chilton, Kansas State
‘Lost in Cyberspace’: An Experimental Investigation of Digital Borders, Location Recognition, and Experience Attribution
Brian Dunn, U. Oklahoma
Discussant: Anthony Townsend, Iowa State
Session Chair: Anthony Townsend, Iowa State

Session 1B: User Generated Content and Healthcare Analytics | Gerdin 2128
Predicting Overall Survivability in Comorbidity of Cancers: A Data Mining Approach
Hamed Majidi Zolbanin, Oklahoma State
Discussant: Kang Zhao, U. Iowa
More Than Content: The Impact of Congruence in Construal Levels and Language Styles at Medical Question-and-Answer Communities
Dezhi Yin, U. Missouri
Discussant: Xiao Ma, U. Arkansas
Analyzing and Predicting User Participation in Online Health Communities – A Social Support Perspective
Xi Wang, U. Iowa
Discussant: Dezhi Yin, U. Missouri
Session Chair: Xiao Ma, U. Arkansas

11:30 – 1:00 pm
Lunch | Bergstrom Commons
1:00 – 2:15 pm
Panel: Opportunities & Challenges of Research Collaboration Between Industry and IS Academia | Gerdin 1148
Panelists: Nancy Bailey (Boeing), David Corbin (Vermeer Corporation), Deepak Khazanchi (U. Nebraska at Omaha), Ramesh Sharda (Oklahoma State), Joseph Zambreno (Iowa State); Moderator: Jim Davis (Iowa State)
2:15 – 3:15 pm
Session 2A: Technology Adoption | Gerdin 2127
A Framing Analysis of African-American and Native-American Owned Micro-enterprises: How can Information and Communication Technology Support their Development?
Jie Xiong, U. Nebraska at Omaha
Discussant: Glenn Browne, Texas Tech
Intent to Purchase E-Goods
Nash Milic, Baylor
Discussant: Andy Luse, Oklahoma State
Session Chair: Glenn Browne, Texas Tech

Session 2B: Database Maintenance and Recommender Systems | Gerdin 2128
Optimal Database Update Policy in the Age of Big Data
Xinxue (Shawn) Qu, Iowa State
Discussant: Cheng Nie, UT Dallas
Recommender System Rethink: Implications for an Electronic Marketplace with Competing Manufacturers
Lusi Li, UT Dallas
Discussant: Dengpan Liu, Iowa State
Session Chair: Dengpan Liu, Iowa State
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<td>3:15 – 3:30 pm</td>
<td>Networking Break</td>
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| 3:30 – 4:45 pm | Panel: Emerging Trends in IS Research | Gerdin 1148  
Panelists: Indranil Bardhan (UT Dallas), Dorothy Leidner (Baylor), Vijay Mookerjee (UT Dallas), and Keng Siau (Missouri UST); Moderator: Drew Zhang (Iowa State) |
| 4:45 pm      | Shuttle Service – Shuttle will meet in Parking Lot 50B and drop off at the Gateway Hotel |
| 5:45 pm      | Shuttle Service – Shuttle will meet at Gateway Hotel’s lobby entrance and drop off at the Scheman Building |
| 6:00 – 6:30 pm | Dinner | Scheman Building, 290 Scheman Building, Ames, IA 50011  
Networking & cocktail hour |
| 6:30 – 9:00 pm | Dinner/Entertainment/Gifts Exchange                                                        |
| 7:30 pm      | Shuttle Service to Gateway  
A shuttle will leave every 30 minutes starting at 7:30 pm |

**Sunday, April 12**

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<th>Time</th>
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<td>7:30 – 8:30 am</td>
<td>Breakfast</td>
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| 8:30 – 9:45 am | Panel: Early Career Strategies | Gerdin 1148  
Panelists: Fred Davis (U. Arkansas), Alexandra Durcikova (U. Oklahoma), Joey George (Iowa State), Hope Koch (Baylor), Vijay Mookerjee (UT Dallas); Moderator: Joey George (Iowa State) |
| 9:45 – 10:00 am | Networking Break  | Bergstrom Commons                                                                 |
| 10:00 – 12:00 pm | Session 3A: Technology Influenced Behaviors | Gerdin 2127  
*Identifying Common Characteristics of Malicious Insiders*  
Nan Liang, Oklahoma State  
Discussant: Roger McHaney, Kansas State |
|              | Session 3B: Electronic Marketplace and Platforms | Gerdin 2128  
*How do Strategic Groups Impact Consumer Behavior in Sponsored Search Advertising?*  
Cheng Nie, UT Dallas  
Discussant: Drew Zhang, Iowa State |
|              |                                                                 | *Innovation and Breaching Strategies in Multi-sided Platform Markets: Insights from a Simulation Study*  
Gökhan Turgut Özer, UT Texas  
Discussant: Matt Jensen, U. Oklahoma |
|              |                                                                 | *Study of Emergent Norm Formation in Online Crowds*  
Nargess Tahmasbi, U. Nebraska Omaha  
Discussant: Donald Jones, Texas Tech |
| 12:00 – 12:15 pm | Symposium Closing Remarks  | Bergstrom Commons  
Zhengrui Jiang, Kevin Scheibe (Iowa State) |
| 12:15 – 1:00 pm | Boxed Lunch  | Bergstrom Commons                                                                 |
| 12:30 pm      | Shuttle to Des Moines International Airport  
Shuttle will meet in Parking Lot 50B and drop off at the Des Moines International Airport (DSM) |