



WISE 2006 December 9-10, Evanston, IL



Workshop on Information Systems and Economics

Donald P. Jacobs Center, 2001 Sheridan Road (intersection with Foster Street)
Kellogg School of Management, Northwestern University

Saturday, December 9th

7:45–8:45 a.m. Breakfast and registration table open

8:45–9:00 a.m. Welcome: Philipp Afeche, Erik Brynjolfsson, Shane Greenstein, Michael D. Smith, Bruce Weber – Workshop Co-chairs

Sessions are **(A) Presentations - 20 minutes per paper, followed by (B) Discussion of 20-30 minutes at the end for all session papers.** <http://digital.mit.edu/wise2006/>

9:00–10:30 a.m.

Parallel Sessions

1A: Security	1B: Value
Pei-yu Chen, Gaurav Kataria, Ramayya Krishnan "An Economic Analysis of the Strategic Interaction among Computer Security Attackers"	Kim Huat Goh, Robert J. Kauffman "Measuring the Potential and Realized Value of IT"
Vineet Kumar, Rahul Telang, Tridas Mukhopadhyay "Optimally securing interconnected information systems and assets"	Chris Forman, Avi Goldfarb, Shane Greenstein "Understanding the Inputs into Innovation: Do Cities Substitute for Internal Firm Resources?"
Ashish Arora, Chris Forman, Anand Nandkumarl, Rahul Telang "Competition and quality restoration: An empirical analysis of vendor response to software vulnerabilities"	Pankaj Setia, Shawnee K. Vickery, V. Sambamurthy, Cornelia Droge "Higher Order vs. Lower Order Complementarities: Assessment of their Relative Impact on Organizational Agility"
Discussant: Ramnath Chellappa	Discussant: M.S. Krishnan / Ravi Bapna

10:30–11:00 a.m. Break

11:00–12:30 p.m.

2A: Markets	2B: Reviews
David Easley, Terrence Hendershott, Tarun Ramadorai "Evidence on the Impact of Information Technology at the NYSE"	Gordon Gao, Bin Gu, Mingfeng Lin "The Dynamics Of Online Consumer Reviews"
Wenjing Duan, Bin Gu, Andrew B. Whinston "Delivering Liquidity: An Analysis of the Impact of Dealers in Electronic Markets"	Neveen Awad, Hila Etzion "Stay Out of My Forum! Evaluating Firm Involvement in Online Ratings Communities"
Bin Gu, Prabhudev Konana, Alex Liu, Balaji Rajagopalan, Joydeep Ghosh "Identifying Information in Stock Message Boards and Its Implications for Stock Market Efficiency"	Chrysanthos Dellarocas, Ritu Narayan "What motivates consumers to review a product online? A study of the product-specific antecedents of online movie reviews"
Discussant: Bruce Weber	Discussant: Andy Whinston

Saturday, December 9th, (continued)

12:30–1:30 p.m. Lunch

1:30–3:00 p.m.

3A: Networks Xiaoquan (Michael) Zhang and Feng Zhu "Intrinsic Motivation of Open Content Contributions: The Case of Wikipedia" Arun Sundararajan "Network Seeding" Sinan Aral, Erik Brynjolfsson, Marshall Van Alstyne "Network Structure & Information Advantage: Structural Determinants of Access to Novel Information" Discussant: Yannis Bakos	3B: Piracy Michael D. Smith, Rahul Telang "Competing with Free: The Impact of Movie Broadcasts on DVD Sales and Internet Piracy" Terrence August, Tunay I. Tunca "Let the Pirates Patch? An Economic Analysis of Network Software Security Patch Restrictions" Ramnath K. Chellappa, Yuanyuan Chen, V. Sriram "An Empirical Examination of Global Software Piracy: Implications for Pricing and Public Policy" Discussant: Rajiv Dewan
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3:00–3:30 p.m. Break

3:30–4:30 p.m.

4A: Pricing Il-Horn Hann, Oliver Hinz, Martin Spann "Dynamic Pricing in Name-Your-Own-Price Channels: Bidding Behavior, Seller Profit and Price Acceptance" Sanjog Misra, Edieal Pinker, Alan Rimm-Kaufman "An Empirical Study of search engine advertising effectiveness" Discussant: Chuck Wood	4B: Online Purchase Behavior Neveen F. Awad, Joni L. Jones, Jian Zhang "Does Search Matter? : Using Online Click Stream Data To Examine the Relationship between Online Search and Purchase Behavior" Yannis Bakos, Florencia Marotta-Wurgler "Do Online Sellers Hide Bad Terms? Evidence from Software License Agreements" Discussant: Vijay Gurbaxani
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4:30–5:30 p.m. Plenary Panel

Publishing at disciplinary interfaces:

- The challenges of I.S. research using economic methodologies
- Improving the publishing process for WISE participants as submitters and as reviewers/AEs.
- Will e-publishing (SSRN, Berkeley e-Press) and new peer-review approaches change the landscape? (Tunay Tunca, panel organizer)

- Avi Seidmann (JMIS, Production and Operations Management), panel chair and moderator
- Barrie Nault (Management Science)
- Rob Kauffman (MISQ)
- Sanjeev Dewan (ISR)
- Shane Greenstein (Journal of Regulatory Economics, Information and Economic Policy)

5:45 p.m. Depart for dinner

6:00 p.m. Gala Dinner:
The Stained Glass, 1735 Benson Avenue, Evanston, IL 60201
Telephone (847) 864-8600 - Vegetarian option, dressy-casual, 100% non-smoking environment, 100% handicap accessible

Keynote talk: Robert Gordon

"Will Diminishing Returns in Technology Turn out the Lights on Future Productivity Growth?"

Sunday, December 10th

8:00–8:45 a.m. Breakfast

9:00–10:30 a.m.

5A: Long Tail Daniel Fleder, Kartik Hosanagar "Blockbuster culture's next rise or fall: The effect of recommender systems on sales diversity" Eric K. Clemons, Gordon Gao, Lorin M. Hitt "Consumer Informedness and Diverse Consumer Purchasing Behaviors: Traditional Mass Market, Trading Down, and Trading Out into the Long Tail" Anindya Ghose, Bin Gu "Search Costs, Demand Structure and Long Tail in Electronic Markets: Theory and Evidence" Discussant: Michael D. Smith	5B: Value Fei Ren, Sanjeev Dewan "Information Technology and Firm Boundaries: Impact on Risk-Return Profile" Shutao Dong, Kevin Zhu "The Business Value of CRM Systems: Productivity, Profitability, and Time Lag" Michael G. Housman, Lorin M. Hitt "The Effect of IT Capital on Hospital Efficiency" Discussant: Andrew McAfee
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10:30–11:00 a.m. Break

11:00–12 noon

6A: Pricing Vivian Zhong, D.J. Wu "Supplier Learning in Repeated Online Procurement Auctions" Adib Bagh, Hemant K. Bhargava "Information Structures, Price Discrimination and Demand Uncertainty" Discussant: Vidyanand Choudhary	6B: Software Sandra Slaughter, Li Shang "The Economic Value of Software Firms' Strategies and Capabilities in the Internet Boom and Bust: An Empirical Study" Mingxi Xin "From Product- to Service-Oriented Strategies in the Enterprise Software Market" Discussant: Siva Viswanathan
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12:00–1:30 p.m. Lunch and WISE Administration (WISE 2007 information & election for WISE 2008)

1:30–2:30 p.m.

7A: Auctions De Liu, Jianqing Chen, Andrew B. Whinston "Keyword Auctions as Weighted Unit-Price Auctions" Abhishek Bapna, Thomas A. Weber "Efficient Allocation of Online Advertising Resources" Discussant: G. Anand Anandalingam	7B: Outsourcing David Fitoussi, Vijay Gurbaxani "IT Outsourcing Contracts and Performance Measurement" Krishnan S. Anand, Ravi Aron "Quality, Incentives and Inspection Regimes in Offshore Service Production: Theory & Evidence" Discussant: Eric Clemons
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2:45–4:00 p.m. Ph.D. Session - Lingfang Ivy Li (UCI); Eric Overby (Emory); Ke-Wei Huang (NYU); Hoon Cha (Arizona); Charles Liu (Pittsburgh). Chair: Lorin Hitt

4:30 p.m. Departure by chartered bus to Hyatt Regency Milwaukee, 333 W. Kilbourn– (from Midwest Transit System: "55 passenger deluxe over the road touring coaches. All are washroom equipped, have stereo sound and VCR. Some have tables in the back, individual air units and reading lights.")

WISE INFORMATION

WISE is an invited workshop for researchers working at the intersection of information systems and economics. It is a two day workshop held each year in December and scheduled to coincide with the International Conference on Information Systems. Participants submit extended abstracts of work they wish to present. Preference is given to work in progress that can benefit from the feedback provided by workshop participants. The program is designed to maximize small group discussion around specific research projects.

Registration: The fee is \$250 for faculty and \$200 for PhD students available at <http://digital.mit.edu/wise2006/>. After December 2nd the fees are \$300 and \$250. On-site registration is \$325 payable by check only. The WISE2006 souvenir is guaranteed only for the first 135 registrants.

Accommodation: We have arranged for the Northwestern University rate at a nearby hotel (All are walking distance to the Jacobs Center)

Hilton Garden Inn Evanston (Special arrangement - rate cutoff date: November 8)
1818 Maple Avenue, Evanston, Illinois, United States 60201
Tel: (847) 475-6400 Fax: (847) 475-6460 <http://www.hiltongardeninn.com>

- * \$119 (single occupancy), +\$10 for extra person.
- * 13.5% room tax.
- * Valid for Friday December 8 and Saturday December 9

Additional hotels to contact (no special arrangements)

Hotel Orrington, 1710 Orrington Ave, Evanston, IL 60201 (very convenient, max 5 walking minutes from conference location) <http://www.hotellorington.com>
1710 Orrington Avenue
Evanston, Illinois 60201
(847) 866-8700 or (888) 677-4648 (Reservations)

Holiday Inn Evanston (A few extra walking minutes relative to Hilton & Orrington)
www.holidayinn.com
1501 Sherman Ave
Evanston, IL 60201
(847) 491-6400

WISE 2008: Self-nominations are sought from individuals who would like to co-chair the 2008 Workshop on Information Systems and Economics (WISE08). In 2008, ICIS will be in Paris, France. Workshops and their co-chairs are:

1989-Cambridge, MA / Yannis Bakos, Chris Kemerer	2000-Brisbane, Australia / Chris Westland, Ted Clark
1990-Copenhagen, Denmark / Vijay Gurbaxani, Jin Whang	2001-New Orleans, LA / Jin Whang, M.S. Krishnan, Don Harter
1991-New York, NY / Rob Kauffman, Tridas Mukhopadhyay	2002-Barcelona, Spain / Marshall Van Alstyne, Geoff Parker
1992-Dallas, TX / Anitesh Barua, Andy Whinston	2003-Seattle, WA / Rajiv Dewan, Edieal Pinker, Abraham Seidmann
1993-Orlando, FL / Erik Brynjolfsson, Avi Seidmann	2004-College Park, MD / Eric Clemons, Chris Dellarocas, Lorin Hitt
1994-Vancouver, BC / Al Dexter, Barrie Nault	2005-Irvine, CA / Vidyanand Choudhary, Sanjeev Dewan, David Fitoussi, Vijay Gurbaxani, Ken Kraemer, Kevin Zhu
1995-London, England / Eric Clemons, Bruce Weber	2006-Evanston, IL / Philipp Afeche, Erik Brynjolfsson, Shane Greenstein, Michael Smith, Bruce Weber
1996-Cleveland, OH / Yannis Bakos, Chris Kemerer	
1997-Atlanta, GA / Rob Kauffman, Fred Riggins	
1998-New York, NY / Eric Clemons, Bruce Weber	2007-ICIS is in Montreal - dates TBD / Anand Anandalingam, Joe Bailey, Siva Viswanathan
1999-Charlotte, NC / Rajiv Banker, Sandra Slaughter	2008-ICIS is in Paris - dates TBD
	2009-20th Anniversary of WISE

