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

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

10:30–11:00 a.m. Break

11:00–12:30 p.m.

<table>
<thead>
<tr>
<th>2A: Markets</th>
<th>2B: Reviews</th>
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| David Easley, Terrence Hendershott, Tarun Ramadorai  
"Evidence on the Impact of Information Technology at the NYSE"  
Wenjing Duan, Bin Gu, Andrew B. Whinston  
"Delivering Liquidity: An Analysis of the Impact of Dealers in Electronic Markets"  
Bin Gu, Prabhudev Konana, Alex Liu, Balaji Rajagopalan, Joydeep Ghosh  
"Identifying Information in Stock Message Boards and Its Implications for Stock Market Efficiency"  
Discussant: Bruce Weber | Gordon Gao, Bin Gu, Mingfeng Lin  
"The Dynamics Of Online Consumer Reviews"  
Neveen Awad, Hila Etzion  
"Stay Out Of My Forum! Evaluating Firm Involvement in Online Ratings Communities"  
Chrysanthos Dellarocas, Ritu Narayan  
"What motivates consumers to review a product online? A study of the product-specific antecedents of online movie reviews"  
Discussant: Andy Whinston |
Saturday, December 9th, (continued)

12:30–1:30 p.m.  Lunch

1:30–3:00 p.m.

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

3:00–3:30 p.m.  Break

3:30–4:30 p.m.

<table>
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<tr>
<th><strong>4A: Pricing</strong></th>
<th><strong>4B: Online Purchase Behavior</strong></th>
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</table>
| Il-Horn Hann, Oliver Hinz, Martin Spann  
"Dynamic Pricing in Name-Your-Own-Price 
Channels: Bidding Behavior, Seller Profit and 
Price Acceptance" | 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" |
| Sanjog Misra, Edieal Pinker, Alan Rimm-Kaufman  
"An Empirical Study of search engine advertising 
effectiveness" | Yannis Bakos, Florencia Marotta-Wurgler  
"Do Online Sellers Hide Bad Terms? Evidence 
from Software License Agreements" |
| Discussant: Chuck Wood | Discussant: Vijay Gurbaxani |

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.

<table>
<thead>
<tr>
<th>5A: Long Tail</th>
<th>5B: Value</th>
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<tbody>
<tr>
<td>Daniel Fleder, Kartik Hosanagar</td>
<td>Fei Ren, Sanjeev Dewan</td>
</tr>
<tr>
<td>&quot;Blockbuster culture’s next rise or fall: The effect of recommender systems on sales diversity&quot;</td>
<td>&quot;Information Technology and Firm Boundaries: Impact on Risk-Return Profile&quot;</td>
</tr>
<tr>
<td>Eric K. Clemons, Gordon Gao, Lorin M. Hitt</td>
<td>Shutao Dong, Kevin Zhu</td>
</tr>
<tr>
<td>Anindya Ghose, Bin Gu</td>
<td>Michael G. Housman, Lorin M. Hitt</td>
</tr>
<tr>
<td>&quot;Search Costs, Demand Structure and Long Tail in Electronic Markets: Theory and Evidence&quot;</td>
<td>&quot;The Effect of IT Capital on Hospital Efficiency&quot;</td>
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<tr>
<td>Discussant: Michael D. Smith</td>
<td>Discussant: Andrew McAfee</td>
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#### 10:30–11:00 a.m. Break

#### 11:00–12 noon

<table>
<thead>
<tr>
<th>6A: Pricing</th>
<th>6B: Software</th>
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<tbody>
<tr>
<td>Vivian Zhong, D.J. Wu</td>
<td>Sandra Slaughter, Li Shang</td>
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<tr>
<td>&quot;Supplier Learning in Repeated Online Procurement Auctions&quot;</td>
<td>&quot;The Economic Value of Software Firms’ Strategies and Capabilities in the Internet Boom and Bust: An Empirical Study&quot;</td>
</tr>
<tr>
<td>Adib Bagh, Hemant K. Bhargava</td>
<td>Mingxi Xin</td>
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<tr>
<td>&quot;Information Structures, Price Discrimination and Demand Uncertainty&quot;</td>
<td>&quot;From Product- to Service-Oriented Strategies in the Enterprise Software Market&quot;</td>
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<tr>
<td>Discussant: Vidyanand Choudhary</td>
<td>Discussant: Siva Viswanathan</td>
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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.

<table>
<thead>
<tr>
<th>7A: Auctions</th>
<th>7B: Outsourcing</th>
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<tbody>
<tr>
<td>De Liu, Jianqing Chen, Andrew B. Whinston</td>
<td>David Fitoussi, Vijay Gurbaxani</td>
</tr>
<tr>
<td>&quot;Keyword Auctions as Weighted Unit-Price Auctions&quot;</td>
<td>&quot;IT Outsourcing Contracts and Performance Measurement&quot;</td>
</tr>
<tr>
<td>Abhishek Bapna, Thomas A. Weber</td>
<td>Krishnan S. Anand, Ravi Aron</td>
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<tr>
<td>&quot;Efficient Allocation of Online Advertising Resources&quot;</td>
<td>&quot;Quality, Incentives and Inspection Regimes in Offshore Service Production: Theory &amp; Evidence&quot;</td>
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<tr>
<td>Discussant: G. Anand Anandalingam</td>
<td>Discussant: Eric Clemons</td>
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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.hotelorrington.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
1990-Copenhagen, Denmark / Vijay Gurbaxani, Jin Whang
1991-New York, NY / Rob Kauffman, Tridas Mukhopadhyay
1992-Dallas, TX / Anitesh Barua, Andy Whinston
1993-Orlando, FL / Erik Brynjolfsson, Avi Seidmann
1994-Vancouver, BC / Al Dexter, Barrie Nault
1996-Cleveland, OH / Yannis Bakos, Chris Kemerer
1997-Atlanta, GA / Rob Kauffman, Fred Riggins
1998-New York, NY / Eric Clemons, Bruce Weber
1999-Charlotte, NC / Rajiv Banker, Sandra Slaughter
2000-Brisbane, Australia / Chris Westland, Ted Clark
2001-New Orleans, LA / Jin Whang, M.S. Krishnan, Don Harter
2002-Barcelona, Spain / Marshall Van Alstyne, Geoff Parker
2003-Seattle, WA / Rajiv Dewan, Edieal Pinker, Abraham Seidmann
2004-College Park, MD / Eric Clemons, Chris Dellarocas, Lorin Hitt
2005-Irvine, CA / Vidyanand Choudhary, Sanjeev Dewan, David Fitoussi, Vijay Gurbaxani, Ken Kraemer, Kevin Zhu
2006-Evanston, IL / Philipp Afeche, Erik Brynjolfsson, Shane Greenstein, Michael Smith, Bruce Weber
2007-ICIS is in Montreal - dates TBD / Anand Anandalingam, Joe Bailey, Siva Viswanathan
2008-ICIS is in Paris - dates TBD
2009-20th Anniversary of WISE