



**Post-ICIS 2013
LG CNS/KrAIS Workshop**

December 18 (Wednesday), 2013

Bocconi University, Milan, Italy



한국경영정보학회
Korea Society of Management Information Systems

2013 Workshop Committee

KrAIS Co-Chairs:

Yongjin Kim, Sogang University
Youngjin Yoo, Temple University

Program Co-Chairs:

Kunsoo Han, McGill University
Habin Lee, Brunel University
Byung Joon Yoo, Seoul National University

Workshop Advisory Members:

Ho-Geun Lee, Yonsei University
Jae Kyu Lee, KAIST
Jung Pil Shim, Georgia State University

Organizing Committee:

Gee-Woo Bock, Sungkyunkwan University
Youngbong Chang, Sungkyunkwan University
Jungpil Hahn, National University of Singapore
Sang Pil Han, City University of Hong Kong
Dan J. Kim, University of North Texas
Dongmin Kim, University of New Brunswick
Hee-Woong Kim, Yonsei University
Seung-Hyun Kim, National University of Singapore
Yongsuk Kim, Hong Kong University of Science and Technology
Dong-Gil Ko, University of Cincinnati
Dongwon Lee, Korea University
Sangyong Tom Lee, Hanyang University
Jae Yoon Moon, Korea University
Min-Seok Pang, George Mason University
Victoria Yoon, University of Maryland, Baltimore County

Review Committee:

Byounggu Choi, Kookmin University
Sunghun Chung, McGill University
Jahyun Goo, Florida Atlantic University
Gwangjae Jung, Singapore Management University
Keumseok Kang, Florida International University
Youngsoo Kim, Singapore Management University
Byungwan Koh, University of Calgary
Young Kwark, University of Florida
Juhee Kwon, City University of Hong Kong
YoungOk Kwon, Sookmyung Women's University
Dongjoo Lee, Hansung University
Gwanhoo Lee, American University
Kyung Young Lee, Bishop's University
Sanghee Lim, Johns Hopkins University
Jeong-ha Oh, Georgia State University
JaeHong Park, Kyung Hee University
YoungKi Park, University of Akron
Sung-Byung Yang, Ajou University

Post-ICIS 2013 LG CNS/KrAIS Workshop Program

December 18 (Wednesday), 2013
Bocconi University, Milan, Italy

| | | | | | |
|--------------|---|--------------------------------------|--|---------------------------------|---|
| 12:30 – 1:00 | Registration and Refreshments | | | | |
| 1:00 – 1:20 | Opening Remarks (Prof. Yongjin Kim and Youngjin Yoo) | | | | |
| 1:20 – 3:20 | Parallel Paper Sessions | | | | |
| | Session A: IT Adoption and Use | Session B: Social Media and Networks | Session C: Online Businesses and Consumer Behavior | Session D: Business Value of IT | Session E: Breakthrough Ideas (English) |
| 3:20 – 3:40 | Student Paper Awards & Best Paper Presentation | | | | |
| 3:40 – 4:00 | Coffee Break | | | | |
| 4:00 – 5:30 | Panel Discussion (Moderator: Prof. Byung Joon Yoo): - <i>How to network effectively</i> (Prof. Dan J. Kim, Gwanhoo Lee, Jungpil Hahn) - <i>New areas/frontiers of IS research</i> (Prof. Chulmo Koo, Junghoon Moon, Youngjin Yoo) | | | | |
| 5:30 – 5:45 | KrAIS Business Meeting | | | | |
| 5:45 – 5:50 | Remarks from KMIS (Prof. Ho Geun Lee) | | | | |
| 5:50 – 6:00 | Closing Remarks (Prof. Yongjin Kim and Youngjin Yoo) | | | | |
| 6:30 – 9:00 | KrAIS Reception at Hana Restaurant | | | | |

List of Papers by Session

| | |
|--|--|
| <p>Session A: IT Adoption and Use (Chair: Dan J. Kim)</p> | <p>A1. A Study on the Different Influences of Trust on Loyalty by Risk Takers and Avoiders. <i>Yujong Hwang</i></p> <p>A2. How Channel Choice and Service Failure Influence Customer Satisfaction: The Case of Public Services. <i>Min-Seok Pang, Sunil Mithas and Henry C. Lucas</i></p> <p>A3. The Role of Media Influence in Energy Saving Device Adoption. <i>Chulmo Koo, Namho Chung and Seung-Bae Park</i></p> <p>A4. Using Social Networking Services at Work and at Home: Motivation, Participation, and Performance. <i>Mohammad Salehan, Dan J. Kim and Changsu Kim</i></p> <p>A5. Examining Customer's Continuance Intention toward Mobile IM Service in China from the Perspectives of Interaction and Network Externalities. <i>Weiyi Luo and Young-Chan Lee</i></p> <p>A6. A Diffusion of Innovations Approach to Investigate the Traceability System Adoption in Korean Ginseng Farm Industry. <i>Wooseok Park, Guhyun Jung, Cheul Rhee and Junghoon Moon</i></p> |
| <p>Session B: Social Media and Network (Chair: Sangpil Han)</p> | <p>B1. The Role of Message Content and Source User Identity on Information Diffusion in Online Social Networks. <i>Insoo Son, Dongwon Lee and Youngkyu Kim</i></p> <p>B2. Does Crowdfunding Democratize Access to Capital? A Geographical Analysis. <i>Keongtae Kim and Il-Horn Hann</i></p> <p>B3. The Role of Social Media in Healthcare Service. <i>Heesook Yoo and Gee-Woo Bock</i></p> <p>B4. Analyzing Correlation between Human Gene-Disease for Chronic Diseases: Based on Social Network Analysis and Collaborative Filtering. <i>Jaewon Choi, Ho Lee, Kyung Kyu Kim and Choong C. Lee</i></p> <p>B5. Self-Disclosure on Social Networking Services. <i>Bitna Kim, Kyung-Shik Shin and Sangmi Chai</i></p> <p>B6. Social Media Opinion Mining Analysis by a BI Application and New Product Sales Performance: The Case of Instant Noodle Manufacturers in Korea. <i>Cheolho Song, Seoyoun Lee, Ikhoon Jang and Young Chan Choe</i></p> |
| <p>Session C: Online Businesses and Consumer Behavior (Chair: JaeHong Park)</p> | <p>C1. An Analysis of Hit List Effects: Field Experiments in an Electronic Marketplace. <i>Seongmin Jeon, Tongyo Han, Byungjoon Yoo, Jinsoo Park and Sangkyu Roh</i></p> <p>C2. Are Information-Rich Reviews Really Helpful? An Empirical Study of Online Product Reviews on Amazon.com. <i>Ying Jin, Sung-Byung Yang and Kyung Young Lee</i></p> |

| | |
|---|---|
| | <p>C3. Dimensionality of Online Purchase Satisfaction: the Effect of Search-, Learning-, Decision-Satisfaction on Purchase Intention. <i>Hyunjeong Kang</i></p> <p>C4. Do Product Descriptions Matter? Evidence from Mobile App Store Markets. <i>Gunwoong Lee, Raghu Santanam and Sungho Park</i></p> <p>C5. Perceived Vividness and Consumers' Perception in e-Commercial Websites. <i>Jiseob Park, Wooseok Park and Cheul Rhee</i></p> <p>C6. A Study on the Causal Relationship between Information on Stock Message Boards and Stock Trading Volumes. <i>Hyunmo Kim, Hoyoung Yun, Ri So and Jaehong Park</i></p> |
| <p>Session D: Business Value of IT (Chair: Seung-Hyun Kim)</p> | <p>D1. Do IT Patents Matter For Firm Value? The Role of Innovation Orientation and Environmental Uncertainty. <i>Sunghun Chung, Animesh Animesh, Kunsoo Han and Alain Pinsonneault</i></p> <p>D2. Understanding Absorptive Capacity and Ambidextrous Use of IT in Supply Chain Relationships. <i>Won Jun Lee, Youn-Jung Kang and Gee-Woo Bock</i></p> <p>D3. HealthRecordMap: A Knowledge Networking System to Integrate Patient Health Records. <i>Jongwoo Kim, Hirotooshi Takeda and Balasubramaniam Ramesh</i></p> <p>D4. Allocation of IT Investment Portfolio and the Performance of Mobile Office: the Moderating Role of IT Savvy. <i>Sunggoo Yoo, Junghoon Moon, Youngchan Choe, Jongtae Lee and Minghao Huang</i></p> <p>D5. Exploration and Exploitation with Electronic Medical Record: Information Technology Enabled Organizational Learning in Healthcare. <i>Jahyun Goo, C. Derrick Huang and Chulmo Koo</i></p> |
| <p>Session E: Breakthrough Ideas (English session) (Chair: Jungpil Hahn)</p> | <p>E1. Relationship or Reputation: Choice of IT Outsourcing Partners in the Presence of Uncertainty. <i>Jaeyoun Oh, Habin Lee and Moongil Yoon</i></p> <p>E2. Diagnosis and Prescription for Information Imbalance: Development and Verification of an Information Diet Index and Information Supplement Agent. <i>Kil-Soo Suh, Seongwon Lee, Un-Kon Lee, and Eung-Kyo Suh</i></p> <p>E3. Business Analytics Capabilities and Supply Chain Performance: A Relational Perspective. <i>Chandra Subramaniam</i></p> <p>E4. Understanding Perceptions of Students Regarding Optional Bonus Assignments: Google Certifications as Optional Bonus Assignments. <i>Dongmin Kim and Richard Cho</i></p> <p>E5. Software Diversity for Improved Network Security: Optimal Distribution of Software-Based Shared Vulnerabilities. <i>Orcun Temizkan, Sungjune Park and Cem Saydam</i></p> |