Post-ICIS 2013
LG CNS/KrAIS Workshop

December 18 (Wednesday), 2013

Bocconi University, Milan, Italy
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# Post-ICIS 2013 LG CNS/KrAIS Workshop Program

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<td>12:30 – 1:00</td>
<td>Registration and Refreshments</td>
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<td><strong>Session A: IT Adoption and Use</strong></td>
<td><strong>Session B: Social Media and Networks</strong></td>
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<td>3:20 – 3:40</td>
<td>Student Paper Awards &amp; Best Paper Presentation</td>
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<td>3:40 – 4:00</td>
<td>Coffee Break</td>
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| 4:00 – 5:30   | Panel Discussion (Moderator: Prof. Byung Joon Yoo):  
|               |   - *How to network effectively* (Prof. Dan J. Kim, Gwanhoo Lee, Jungpil Hahn)  
|               |   - *New areas/frontiers of IS research* (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

| Session A: IT Adoption and Use  | A1. A Study on the Different Influences of Trust on Loyalty by Risk Takers and Avoiders. Yujong Hwang  
(Chair: Dan J. Kim)  
A3. The Role of Media Influence in Energy Saving Device Adoption. Chulmo Koo, Namho Chung and Seung-Bae Park  
A5. Examining Customer’s Continuance Intention toward Mobile IM Service in China from the Perspectives of Interaction and Network Externalities. Weiyi Luo and Young-Chan Lee  
A6. A Diffusion of Innovations Approach to Investigate the Traceability System Adoption in Korean Ginseng Farm Industry. Wooseok Park, Guhyun Jung, Cheul Rhee and Junghoon Moon |
|-----------------------------|----------------------------------------------------------------------------------------------------------|
| Session B: Social Media and Network  | B1. The Role of Message Content and Source User Identity on Information Diffusion in Online Social Networks. Insoo Son, Dongwon Lee and Youngkyu Kim  
(Chair: Sangpil Han)  
B3. The Role of Social Media in Healthcare Service. Heesook Yoo and Gee-Woo Bock  
B5. Self-Disclosure on Social Networking Services. Bitna Kim, Kyung-Shik Shin and Sangmi Chai  
| Session C: Online Businesses and Consumer Behavior  | C1. An Analysis of Hit List Effects: Field Experiments in an Electronic Marketplace. Seongmin Jeon, Tongyo Han, Byungjoon Yoo, Jinsoo Park and Sangkyu Roh  
(Chair: JaeHong Park)  

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| Session C | Dimensionality of Online Purchase Satisfaction: the Effect of Search-, Learning-, Decision-Satisfaction on Purchase Intention. **Hyunjeong Kang**  
| Session C | Perceived Vividness and Consumers’ Perception in e-Commercial Websites. **Jiseob Park, Woosok Park and Cheul Rhee**  
| Session C | A Study on the Causal Relationship between Information on Stock Message Boards and Stock Trading Volumes. **Hyunmo Kim, Hoyoung Yun, Ri So and Jaehong Park**  

**Session D: Business Value of IT**  
(Chair: Seung-Hyun Kim)  
| Session D | Do IT Patents Matter For Firm Value? The Role of Innovation Orientation and Environmental Uncertainty. **Sunghun Chung, Animesh Animesh, Kunsoo Han and Alain Pinsonneault**  
| Session D | Understanding Absorptive Capacity and Ambidextrous Use of IT in Supply Chain Relationships. **Won Jun Lee, Youn-Jung Kang and Gee-Woo Bock**  
| Session D | HealthRecordMap: A Knowledge Networking System to Integrate Patient Health Records. **Jongwoo Kim, Hirotoshi Takeda and Balasubramaniam Ramesh**  
| Session D | Allocation of IT Investment Portfolio and the Performance of Mobile Office: the Moderating Role of IT Savvy. **Sunggoo Yoo, Junghoon Moon, Youngchan Choe, Jongtae Lee and Minghao Huang**  
| Session D | Exploration and Exploitation with Electronic Medical Record: Information Technology Enabled Organizational Learning in Healthcare. **Jahyun Goo, C. Derrick Huang and Chulmo Koo**  

**Session E: Breakthrough Ideas**  
(Chair: Jungpil Hahn)  
| Session E | Relationship or Reputation: Choice of IT Outsourcing Partners in the Presence of Uncertainty. **Jaeyoun Oh, Habin Lee and Moongil Yoon**  
| Session E | Diagnosis and Prescription for Information Imbalance: Development and Verification of an Information Diet Index and Information Supplement Agent. **Kil-Soo Suh, Seongwon Lee, Un-Kon Lee, and Eung-Kyo Suh**  
| Session E | Business Analytics Capabilities and Supply Chain Performance: A Relational Perspective. **Chandra Subramaniam**  
| Session E | Understanding Perceptions of Students Regarding Optional Bonus Assignments: Google Certifications as Optional Bonus Assignments. **Dongmin Kim and Richard Cho**  
| Session E | Software Diversity for Improved Network Security: Optimal Distribution of Software-Based Shared Vulnerabilities. **Orcun Temizkan, Sungjune Park and Cem Saydam**  