

## 第二届中国信息管理夏季研讨会（CSWIM 2008）邀请函

尊敬的\_\_\_\_\_先生/女士：

您好！

中国信息管理夏季研讨会的宗旨是为国内外从事信息系统和信息管理方面的学者架起沟通的桥梁，搭建一个学术交流的平台。第一届中国信息管理夏季研讨会(CSWIM 2007)在上海复旦大学举行，吸引了 60 多位国内的管理信息系统研究者和 40 多位来自北美和世界其他地区的学者，这些参会者针对国内外管理信息系统大量的优秀研究课题进行了广泛的交流。在此基础上，由西南财经大学、云南财经大学联合承办，中国人民银行、清华大学、中科院自动化研究所、AIS 中国分会、亚利桑那大学、德克萨斯理工大学协办的第二届中国信息管理夏季研讨会(CSWIM 2008)将于 2008 年 6 月 29-30 日举行。来自美国、芬兰、香港等国家及地区近 40 位活跃在管理信息届的知名教授和学者已与会注册，国内也有数十位专家准备参会或已注册。由于 5.12 汶川大地震，原定开会地点现已由成都改为昆明，旅馆及会议地点将于近日内在会议网站上发布。

请参会人员务必于 2008 年 6 月 16 日前，在会议网站（<http://www.cs.swufe.edu.cn/UploadFile/cswim2008/index.html>[中文] 或 <http://cswim2008.ecom.arizona.edu>[英文]）上进行注册，详细的会议日程（初稿）请参见附件。

第二届中国信息管理夏季研讨会组委会  
2008-5-28

## 附 件

### 第二届中国信息管理夏季研讨会日程表（初稿）

#### Notes:

- (1) Each paper will have 40 minutes, including paper presentation for 20 minutes, discussant 5~10 minutes, and the rest for open discussion.
- (2) The best paper nominees are marked with the symbol \*\*\*.

#### Saturday, June 28, 2008

8:30am – 5:30pm      Conference registration  
6:00am – 8:00pm      Dinner  
8:00pm –                Reception

#### Sunday, June 29, 2008

Before 8:30am            Breakfast in your hotel  
8:30am – 10:00am        Opening remarks; Keynote speech 1  
10:00am – 10:20am        Tea break  
10:20am – 11:40am        Parallel sessions

#### **Session 1A: Business Modeling Technology**

Paper 1:      Application of Organization Model based on LDAP Directory Server to Workflow Management System  
Zhiyi Wang & Li Wang, Southwestern University of Finance Economics, China

Paper 2:      Process Component Identification from Business Policy Documents  
Jiexun Li, Drexel University, USA; Harry J. Wang, University of Delaware, USA; Zhu Zhang, University of Arizona, USA; J. Leon Zhao, University of Arizona, USA\*\*\*

#### **Session 1B: Online Auctions**

Paper 1:                    An Empirical Research on the Determinants of Conversion Rate of Online Auction

Geng Peng, Guoqing Huo, Jie Chen & Ying Liu, Graduate University of Chinese Academy of Sciences, China

Paper 2                    To Sell, or not to Sell, That Is the Question: Developing a Causal Model of Sellers' Online Auction Behavior  
Heshan Sun, University of Arizona, USA

- 11:40am – 12:00pm Taking a photograph of all participants
- 12:00pm – 1:30pm Lunch
- 1:30pm – 2:50pm Parallel sessions

**Session 2A: Privacy Concerns and Protection in Online Environments**

Paper 1: Global Privacy: What do the Global 2000 Companies Say about Online Privacy?  
Xiaoni Zhang & Toru Sakaguchi, Northern Kentucky University, USA; Mary Conway Dato-on, Rollins College, USA

Paper 2: Influence of Information Sensitivity, Compensation on Privacy Concern and Behavior Intention  
Shu Yang, Yuan Wang, Qingshun Liu & Kangliang Wang, Xi'an JiaoTong University, China

**Session 2B: Individual, Social, and Cultural Aspects of IT Use**

Paper 1: Fighting Identity Theft: A Theory of Planned Behavior Model  
Fujun Lai, University of Southern Mississippi, USA; Dahui Li, University of Minnesota Duluth, USA; Kendrick Kennedy, University of Southern Mississippi  
\*\*\*

Paper 2: Exploring the Combinational Use of Media: A Task Closure Perspective  
Wei Zhang, University of Massachusetts Boston, USA & Jianxun Chu, University of Science and Technology of China, China

- 2:50pm – 3:10pm Tea break
- 3:10pm – 4:50pm Parallel sessions

**Session 3A: Online Consumer Behavior**

Paper 1: Influence of context on the concept drift an empirical study on the social economic environment influencing the relation between population attributes and Chinese credit card holder's loyalty  
Jiahui Mo, Peng Zou & Yijun Li, School of Management, Harbin Institute of Technology, China

Paper 2: A New Taxonomy for Products/Services Marketed on Internet  
Melody Kiang, California State University, Long Beach, USA; YuanYuan Hao, Harbin Institute of Technology, China; Qiang Ye, Harbin Institute of Technology, China; Yijung Li, Harbin Institute of Technology, China; & Robert Chi, California

State University, Long Beach, USA

**Session 3B: Social Computing in Virtual Communities**

Paper 1: Volunteers' Psychological Contract in Open Source Software Development  
Bo Xu, Fudan University, China; Weiling Ke, Clarkson University, USA

Paper 2: Monitoring Conflicts in Virtual Teams: A Social Network Approach  
Bin Zhu & Mark Gaynor, Boston University, USA

5:00pm – 6:00pm Panel: Business Intelligence  
Moderator: Dr. Huimin Zhao, University of Wisconsin at Milwaukee,  
USA

6:30pm

7:00pm – 9:30pm Dinner

**Monday, June 30, 2008**

8:30am -9:20am Keynote speaker 2

9:25am – 10:45am Parallel sessions

**Session 4A: IT Applications in Healthcare**

Paper 1: Semantic Query Expansion for Effective EMR Retrieval  
Hemant Jain, Cheng Thao & Huimin Zhao, University of Wisconsin-Milwaukee,  
USA \*\*\*

Paper 2: Needs For Information Sharing In Healthcare: Case Study Of Maternal Care  
Pathway In Pudong, Shanghai  
Jiechen Jiang, Mikko Korpela & Irmeli Luukkonen, University of Kuopio, Finland

**Session 4B: IS Strategy, Governance, and Management**

Paper 1: An empirical study: the impact of perceived organizational support on the relation  
between technostress and role stress  
Qin Shu & Kanliang Wang, Xi'an JiaoTong University, China

Paper 2: Technology Agility, Organizational Agilities, Business Processes and Firm  
Performance  
Jing Quan, Salisbury University, USA; Huo Chunhui, Fudan University, USA

10:45am – 11:00am      Tea break

11:00am – 12:20pm      Parallel sessions

**Session 5A: Business Process Management**

Paper 1:                      Transformation of Conceptual to Logical Business Process Models Shaokun Fan,  
Manlu Liu & J. Leon Zhao, University of Arizona, USA

Paper 2:                      The Diffusion "Gap" of Wi-Fi Technology among University Faculty Members  
and its Implications  
Yong Lu, Penn State University Hazleton, USA; Jing Quan, Salisbury University,  
USA; Xubin Cao, Southwestern University of Finance & Economics, China

**Session 5B: Web-based Learning Systems**

Paper 1:                      Research on the Collaborative Learning System Based on WEB  
Jiuqiang Chen & Chunpeng Lu, Southwestern University of Finance &  
Economics, China

Paper 2:                      Design Principles For Computer Assisted Instruction (CAI)  
Janna Crews, University of Nevada, Reno, USA & Jinwei Cao, University of  
Delaware, USA

12:20pm – 1:30pm      Lunch

1:30pm – 3:30 pm      Parallel sessions

**Session 6A Effective Approaches to Online Advertising**

Paper 1:                      A Heuristic Method For Finding Effective Advertising Key Words Using  
Click-Through Data  
Yuan Xue, Xun Lin & Qing Li. Southwestern University of Finance and  
Economics, China

Paper 2:                      Advertisements Ranking for Targeted Banner Advertising – A Numeric Study  
Kai Li, Nankai University, China; Zhangxi Lin, Texas Tech University, USA &  
Yang Yu, Beijing University of Aeronautics & Astronautics, China \*\*\*

Paper 3:                      What Makes Web Advertisements Effective? - Insight for Researchers and

Practitioners

Ping Zhang & Youngseek Kim, Syracuse University, USA

**Session 6B: Research Methodology Tutorial 1**

“Survey research methodology and SEM (Structural Equation Modeling)”

Dahui Li, University of Minnesota Duluth, USA

3:30pm – 3:45pm Tea Break

3:45pm – 5:45pm Parallel Sessions

**Session 7A E-Business Technologies**

Paper 1: Dynamic Market Intermediation of Distributed Agents  
Zhiling Guo, University of Maryland, Baltimore County, USA

Paper 2: Data Transparency in Collaborative Commerce  
Duanning Zhou, Eastern Washington University, USA; Ta-Tao Chuang, Gonzaga University, USA; Kazuo Nakatani, Florida Gulf Coast University, USA

Paper 3: Research on Transferable Electronic Cash System  
Yongjun Chen & Yichun Liu, Guangdong University of Business Studies, China

**Session 7B: Research Methodology Tutorial 2**

“IS Research using Case Studies”

Weiling Ke, Clarkson University, USA

5:45pm – 6pm Tea break

6:00pm - 7:00pm Business Intelligence Education Panel: the evolution of MIS programs  
Moderator: Yong Li, Chongqing University

7:15pm Dinner