The Eighteenth Workshop on e-Business (WeB 2019)
Smart Business: Technology and Data Enabled Innovative Business Models and Practices

WeB 2019
The Eighteenth Workshop on e-Business

December 14, 2019 (Saturday)
8:00 – 17:30
Munich Business School
Munich, Germany

Conference Chair:
Michael J. Shaw (University of Illinois at Urbana-Champaign, USA)

Program Organizing Co-Chairs:
Karl Lang (City of University of New York, USA)
Hsing Kenneth Cheng (University of Florida, USA)
Bin Zhu (Oregon State University, USA)
Jennifer Xu (Bentley University, USA)
Xiao Zhang (Georgia Institute of Technology, USA)
Ming Fan (University of Washington, USA)

Local Organizing Committee Co-Chairs:
Antonia Köster (University of Potsdam, Germany)
Heiko Seif (Munich Business School, Germany)

Local Arrangements Manager:
Doris Bampi-Hautmann (Munich Business School, Germany)

Sponsors

Program:

08:00-08:45
Registration and Breakfast (Room 200)

08:45-09:05
Welcome Remarks
Stefan Baldi (Dean, Munich Business School)

09:05-10:20
Session 1a. Crowdfunding & Blockchain (Room 200)
Session Chair: JaeHong Park (Kyung Hee University)
Complete Research: Go in the Opposite Direction? The Impact of Unavailability on Crowdfunding Success
Wanghongyu Wei and Michael Chau
Complete Research: Are Similar Charity Crowdfunding Projects Substitutes or Complements? The Effect of Image Similarity on Neighboring Projects’ Performance
Seung Jung Lee, JaeHong Park, and Junghhee Lee
Research-in-Progress: The Kiva Promise: Leveraging Crowdfunding for Microfinance Success
Shenwei Huang, Ming Fan, Lei Wang, and Jonathan Zhang
Research-in-Progress: The Challenges and Countermeasures of Blockchain Finance and Economics
Haqiang Zhang, Rong Du, Yang Zheng, and Shizhong Ai

Session 1b. Data & Analytics (Room 209)
Session Chair: Abhishek Kathuria (Indian School of Business)
Complete Research: An Empirical Investigation of Analytics Capabilities in the Supply Chain
Thiragaran Ramakrishnan, Abhishek Kathuria, and Jiban Khuntia
Complete Research: Deep Learning from Multiple Sources of Data: Applications in Precision Medicine
Yu-Wei Lin and Michael J. Shaw
Complete Research: Finding Real-life Doppelgangers on Campus with MTCNN and CNN-based Face Recognition
Jingjing Ye and Yilu Zhou
Research-in-Progress: Cross-Lingual Patent Retrieval Based on Word Embedding
Chia-Hsuan Chang, Deng-Neng Chen, and Chiayu Lai

09:45-10:20
Complete Research:
20 minutes
Research-in-Progress:
15 minutes

10:20-10:35
Coffee Break

10:35-11:45
Session 2a. Consumer Behavior (Room 200)
Session Chair: Horst Treiblmaier (MODUL University Vienna)
Complete Research: The Influence of Deal Number and Other’s Choice on Consumers’ Decisions in Social Coupon Referral Program: A Social Influence Perspective
Xue Bai and Dan Ke
Complete Research: The Impact of Blockchain on Medical Tourism
Abderahman Rejeb, John Keogh, and Horst Treiblmaier
Research-in-Progress: Overcoming the Hurdle of Self-Improvement: Empirical Research on Procrastination Patterns and Goal Types
Cho I Kim, Seung Jang Lee, and JaeHong Park
Research-in-Progress: Social Influence in MOBA Game Business: The Tangle of Long and Short-term Relations
Sijia Zhou, Yidi Liu, Xin Li, Yong Tan, Wenging Lin, Xu Cheng, Zeng Zhao, and Ligang Chen

Session 2b. Organizational and Societal Issues (Room 209)
Session Chair: Dongwon Lee (Hong Kong University of Science and Technology)
Complete Research: Examining Organizational Open Innovation Search: The Interplay of Innovation Orientation and Information Technology
Tingru Cui
Complete Research: Influence of Ownership and Management on IT Investment in Indian Family Firms
Xue Ning, Prasanna Karhade, Abhishek Kathuria, and Jiban Khuntia
Research-in-Progress: An Investigation of Privacy Concern Transfer in the On-demand Services Enabled by Perceived Entitativity and Co-presence
Chenwei Li and Patrick Chau
Research-in-Progress: The Air Up There? The Effects of Air Pollution on Sales Promotions and Channel Use across Online and Offline Retail
Jaehoon Jeong, Dongwon Lee, and Anand Gopal

Session 2c. e-Platforms and Sharing Economy (Room 211)
Session Chair: Honghui Deng (University of Nevada at Las Vegas)
Complete Research: The Competition and Cooperation Strategies of Duopoly E-retaining Platforms
Honghui Deng, Man Wang, Gaoyan Lu, and Keong Leong
Yesong Choe, Jiaehwan Lee, and Byungjoon Yoo
Research-in-Progress: Research on the Impact of Cue Consistency on Rental Purchases of Shared Accommodation Platform: Interaction effects of Textual Cues and Picture Color Cues
Maozao Chi, Meiju Pan, Xin Yuan Lu, and Hui Chen