21st Workshop on Information Technologies and Systems (WITS 2011) - Shanghai, CHINA
Shanghai International Convention Center (SHICC)

December 2, 2011 (Friday)

4:00pm – 6:00pm — **Early Registration**
Location: First Floor Lobby

December 3, 2011 (Saturday)

7:30am – 8:30am — **Registration**
Location: Room 3 C&D

8:10am – 8:20am — **Welcome Remarks**
Location: Room 3 C&D

8:30am – 10:00am — **Parallel Sessions**

	Session: 1A *Cloud Computing & Bussiness Intelligence*			Session: 1B *On-Line Reviews and Discovery*	
Chair:	Carson Woo		*Chair:*	Vijay Vaishnavi	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Rajendra Sonar	Modelling and automating BI services using intelligent and database systems	*Paper 1:*	Yang Bao and Datta Anindya	Rated Aspect Summarization of Online Reviews: A Semi-supervised Topic Model Based Approach *(Best Paper Nominee)*
Paper 2:	Bin Zhang, Andrew C. Thomas, Patrick Doreian, David Krackhardt and Ramayya Krishnan	A Model for the Analysis of Adoption Behavior through Network Effects	*Paper 2:*	Balaji Padmanabhan and Shankar Prawesh	Manipulation in Top-N News Recommenders
Paper 3:	Anna Ye Du, Sanjukta Das, Jie Hu, Chunming Qiao, Ram Ramesh and Zhouhan Yang	Reliability in Cloud Computing: Downtime Predictions for Virtual Servers	*Paper 3:*	Yilu Zhou and Yi Zhang	A Text Mining Model for Strategic Alliance Discovery

10:00am – 10:30am — **Coffee Break**
Location: Room 3 C&D

10:30am – 12:00pm — **Parallel Sessions**

	Session: 2A *Trends in Social Networks*			Session: 2B *Search Auctions*	
Chair:	Arun Sen		*Chair:*	Arvind Tripathi	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Fang Fang, Nargis Pervin, Anindya Datta, Kaushik Dutta and Debra Vandermeer	Detecting Twitter Trends in Real-Time	*Paper 1:*	Jie Zhang, Yanwu Yang, Rui Qin, Daniel Zeng and Xin Li	Dynamic Budget Adjustment in Search Auctions
Paper 2:	Sangaralingam Kajanan, Ahmed Shafeeq Bin Mohd Shariff, Anindya Datta, Kaushik Dutta and Debjani Paul	Twitter Post filter for Mobile Applications	*Paper 2:*	Yixin Lu, Wolfgang Ketter, Jan Van Dalen, Alok Gupta and Eric Van Heck	An Empirical Model for Multi-Unit Sequential Dutch Auctions: the Dutch Flower Auctions Case
Paper 3:	Shawndra Hill, Adrian Benton, Lyle Ungar, Annie Chung, Sofus Mackskassey and John Holmes	A Cluster-based Method for Identifying Influence on Twitter	*Paper 3:*	Abhijeet Ghoshal, Sumit Sarkar, Syam Menon and Pelin Atahan	Sponsored Search: The Sum is Larger Than its Parts

12:00pm – 1:00pm — **Lunch Buffet**
Location: Riverside Restaurant (First Floor)

1:00pm – 1:50pm — **Keynote Speech: From Research to Impact: A Business Intelligence Journey**
Keynote Speaker Dr. Hsinchun Chen
Location: Room 3 C&D

2:00pm – 3:00pm — **Panel: Cognitive Neuroscience and Information Systems Design - The Next New Frontier?**
Panel Chair: Samir Chatterjee
Panelists: Jan vom Brocke, Aleck Lin, Ting-Peng Liang and Rene Riedl
Location: Room 3 C&D

3:00pm – 3:30pm — **Coffee Break**
Location: Room 3 C&D

3:30pm – 5:00pm — **Parallel Sessions**

	Session: 3A *Search Advertising Markets*			Session: 3B *Health Information Systems*	
Chair:	Victoria Yoon		*Chair:*	Zhengrui Jiang	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Kexin Zhao, Xia Zhao and Jing Deng	An Empirical Investigation of Online Gray Market	*Paper 1:*	Lu Yan and Yong Tan	Patients' Online Social Interactions and Health Belief Updates
Paper 2:	Youzhong Wang, Daniel Zeng, Jiesi Cheng and Xin Li	Modeling Individual's Infectiousness and Susceptibility in Social Contagion	*Paper 2:*	Niam Yaraghi, Anna Ye Du, Raj Sharman, Ram Gopal and Ram Ramesh	Interlinked Network Effects in Healthcare Information Exchange Growth *(Best Paper Nominee)*
Paper 3:	Yanwu Yang, Jie Zhang, Baiyu Liu and Daniel Zeng	Optimal Budget Allocation across Search Advertising Markets	*Paper 3:*	Kang Zhao, Baojun Qiu, Cornelia Caragea, Dinghao Wu, Prasenjit Mitra, John Yen, Greta Greer and Kenneth Portier	Identifying Leaders in an Online Cancer Survivor Community

5:00pm – 6:00pm — **Poster and Prototype Demo Session**
Chair: Cecil Chua
Location: Room 3 C&D

	Poster Papers *Wine and Cheese Reception*			**Prototype Demo Session**	
Poster 1:	Yong Yuan and Daniel Zeng.	Bidding Behavior and Equilibrium on Competitive Keyword Advertising Markets	*Demo 1:*	Yinping Yang, Jianhui Huang, Dan Ma and Terence Hung	SmarterCloud: A Website Prototype with Alternate Dynamic Pricing Schemes for Cloud Service
Poster 2:	Yanwu Yang, Juanjuan Li, Jie Zhang and Daniel Zeng.	Budget Allocation in Competitive Search Advertisements	*Demo 2:*	Wei Shang, Xiaoguang Yang and Helen S. Du	An Extendable Macroeconomic Early Warning System for China Macro-economy Analysis and Policy-making
Poster 3:	Xiarong Li, Daniel Zeng and Yanwu Yang.	Budget-Constrained Bidding in the Sponsored Search	*Demo 3:*	Tewei Wang Chih-Chen Lee	Using Partial-Loading Strategy to Improve BI Dashboard Performance
Poster 4:	Samir Chatterjee, Kaushik Dutta, Harry Xie, Jongbok Byun and Akshay Pottahil.	Mining Behavior Profiles and Health Patterns from In-Home Monitoring of Sensor Data	*Demo 4:*	Sandeep Purao, Jingwen He, Carlton Taylor	A Tool to Extract Action Knowledge Chunks from Procedures in the Petrochemical Industry
Poster 5:	Christopher Liapis and Samir Chatterjee.	Designing Efficient Human-Computer Interfaces in NeuroIS using Human Threading	*Demo 5:*	Sandeep Purao, Hoi Suen	A Multi-Faceted Metric and Tool to Facilitate the Evaluation of Soft Skills

6:00pm – 6:30pm — **WITS Board Meeting**
Location: Room 3 H

7:00pm – 10:00pm	**WITS Dinner and Award Presentation**	
Location:	AIWANTING RESTAURANT 爱晚亭酒店(正大广场店) Room 02C-D, 8th Floor at Super Brand Mall, 168 West Lujiazui Road, Shanghai Phone: 021-50471777	

December 4, 2011 (Sunday)

8:00am – 8:30am	**Registration**	
Location:	Room 3 A	

8:30am – 10:00am	**Parallel Sessions**				
Session: 4A	*Folksonomies, Crowdsourcing and Social Capital*		*Session: 4B*	*Modeling, Metamodels &*	
Chair:	Alex Tuzhilin		*Chair:*	Yinping Yang	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Zhu Zhang, Daniel Zeng, Ahmed Abbasi and Jing Peng	A Random Walk Model for Item Recommendation in Folksonomies	*Paper 1:*	Xiaoqing Zheng, Xitong Li and Stuart Madnick	SPARQL Query Mediation for Data Integration
Paper 2:	Yingda Lu, Param Vir Singh and Kannan Srinivasan	How to Retain Smart Customers in Crowdsourcing Efforts? A Dynamic Structural Analysis of Crowdsourcing Customer Support and Ideation	*Paper 2:*	Zhimin Hua and J. Leon Zhao	A Meta-model Approach to Scenario Generation in Bank Stress Testing
Paper 3:	Sudha Ram and Jun Liu	Internal Bonding, External Bridging and Functional Diversity: Impact of Social Capital on the Quality of Wikipedia Articles	*Paper 3:*	Gediminas Adomavicius and Jingjing Zhang	Maximizing Stability of Recommendation Algorithms: A Collective Inference Approach *(Best Paper Nominee)*

10:00am – 10:30am	**Coffee Break**	
Location:	Room 3 A	

10:30am – 12:00pm	**Parallel Sessions**				
Session: 5A	*Text Mining: Applications*		*Session: 5B*	*Privacy, Piracy and Fraud*	
Chair:	Rajendra Sonar		*Chair:*	Ofir Ben Assuli	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Daniel Zeng, Hengmin Zhou, Yilu Zhou and Fei-Yue Wang	Combining Opinion Mining with Social Network Analysis in Opinion Leader Identification	*Paper 1:*	Bong-Keun Jeong and Moutaz Khou.	Effective Piracy Control Strategies in Digital Music Supply Chain: An Agent-Based Modeling Approach
Paper 2:	Zhu Zhang and Chenhui Guo	Mining Product Comparison Networks from Online Word-of-Mouth	*Paper 2:*	Linjing Li, Daniel Zeng and Huimin Zhao	Fraud-sensitive Auction Mechanism for Sponsored Search Advertising *(Best Paper Nominee)*
Paper 3:	Yuan Xue and Yilu Zhou	SoM-AGA: Social Media Text Mining for Cultural Difference Study	*Paper 3:*	Xiaobai Li and Jialun Qin	De-identification and Anonymization for Sharing Patient Medical Documents *(Best paper Nominee)*

12:00pm – 1:00pm	**Lunch Buffet**	
Location:	Riverside Hall (SHICC First Floor)	

1:00pm – 2:55pm	**Panel: Asian CIO Forum on Value Delivery and Strategy Alignment - CIO's role**
Panel Chair:	Pengzhu Zhang
Panelists:	Ma Like, Jiang Wen, Zhao Wei Gang, John Zhang and Sean Xu
Location:	Room 3 A

2:00pm – 3:00pm	**Parallel Sessions**				
Session: 6A	*Estimating Price and Value*		*Session: 6B*	*Message Diffusion in Social Networks*	
Chair:	Kexin Zhao		*Chair:*	Bong-Keun Jeong	
Location:	Room 3 H		*Location:*	Room 3 I	
Paper 1:	Lin Hao and Ming Fan	Pricing Electronic Books	*Paper 1:*	Ofir Ben-Assuli and Arie Jacobi	Mutation Of A Message Diffused In A Social Network
Paper 2:	Jiesi Cheng and Daniel Zeng	Predicting Player Lifetime Value for Online Social Games	*Paper 2:*	Youzhong Wang, Daniel Zeng and Bin Zhu	Patterns of News Dissemination through Online News Network in China

3:00pm – 3:30pm	**Coffee Break**	
Location:	Room 3 A	

3:30pm – 4:30pm	**Panel: Business Intelligence and Analytics - Research and Analytics**
Panel Chair:	Hsinchun Chen
Panelists:	Quoqing Chen, Ee-Peng Lim and Alex Tuzhilin
Location:	Room 3 A

4:30pm – 5:30pm	**Panel: Business Intelligence and Analytics - Education and Program Development**
Panel Chair:	Hsinchun Chen
Panelists:	Roger Chiang, Paulo Goes, Steve Miller and Ted Stohr
Location:	Room 3 A

5:30pm – 6:30pm	**WITS 2012 Planning Meeting**	
Location:	Room 3 H	