Program at A Glance

July 9, 2010 (Friday)

13:00- Registration

13:30-16:30 Tutorial TI: The Design Science Research Method
      Tutorial TII: Case Study Method
      Tutorial TIII: Operationalizing Theoretical Sampling within A Grounded Theory Research

18:30-20:30 Welcome Reception

(Note: A coffee break will be served during the break of tutorial sessions; e.g., from 14:50-15:10.)

July 10, 2010 (Saturday)

08:00- Registration

08:30-08:50 Opening Ceremony

08:50-09:40 Keynote Speech I
      “The Future of Academic MIS" by Dr. Joey F. George, Florida State University, USA

09:40-10:00 Coffee Break

10:00-10:50 Keynote Speech II
      “Opportunities and Challenges of Cloud Computing” by Dr. Yen-Sung Lee, Chunghwa Telecom, Taiwan

11:00-11:50 Keynote Speech III
      “Why Top Journals Accept Your Paper” by Dr. Detmar Straub, Georgia State University, USA

11:50-13:20 Lunch

13:20-14:50 Panel I: Knowledge Management Research: Opportunities and Future Trends
      Session S1: Social and Organizational Aspects of IS (I)
      Session S2: IT Adoption and Diffusion (I)
      Session S3: IT/IS Leadership, Strategy and Governance (I)
      Session S4: Service Science in IS Research (I)
      Session S5: IT/IS in Healthcare (I)
      Session S6: Electronic Commerce and Mobile Commerce (I)

14:50-15:10 Coffee Break

15:10-16:40 Panel II: Meeting with Journal Editors
      Session S7: Global IT/IS Management (I)
      Session S8: Web 2.0, Social Computing and Data Mining (I)
      Session S9: Human Behavior and IT/IS (I)
      Session S10: Green IT and Management
      Session S11: Information Systems Security and Privacy (I)
      Session S12: IT/IS and Design Science (I)
### July 11, 2010 (Sunday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>07:00-08:20</td>
<td>PACIS Executive Committee Meeting</td>
<td>Brasserie (1F)</td>
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<tr>
<td>08:00-08:30</td>
<td>Registration</td>
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<tr>
<td>08:30-10:00</td>
<td>Session S13: General Track (I)</td>
<td>Room 1 (4F)</td>
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<td>Session S14: Human Behavior and IT/IS (II)</td>
<td>Room 2 (4F)</td>
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<td>Session S15: Economics of IS</td>
<td>Room 3 (4F)</td>
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<td>Session S16: IT/IS in Healthcare (II)</td>
<td>Room 4 (4F)</td>
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<td>Session S17: Knowledge Management</td>
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<td>Session S18: IT/IS Project Management</td>
<td>Room 6 (4F)</td>
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<td>Poster Session 1</td>
<td>Room 7 (4F)</td>
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<tr>
<td>10:00-10:20</td>
<td>Coffee Break</td>
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<td>10:20-11:50</td>
<td>Panel III: Cross Cultural Research in Information Systems</td>
<td>Room 1 (4F)</td>
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<td>Session S19: Global IT/IS Management (II)</td>
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<td>Session S20: Electronic Commerce and Mobile Commerce (II)</td>
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<td>Session S21: Human Computer Interaction (I)</td>
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<td>Session S22: Web 2.0, Social Computing and Data Mining (II)</td>
<td>Room 5 (4F)</td>
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<td>Session S23: Social and Organizational Aspects of IS (II)</td>
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<td>Poster Session 2</td>
<td>Room 7 (4F)</td>
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<tr>
<td>11:50-13:20</td>
<td>Lunch</td>
<td>Brasserie (1F)</td>
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<td>13:20-14:50</td>
<td>Session S24: Human Behavior and IT/IS (III)</td>
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<td>Session S25: IT/IS Leadership, Strategy and Governance (II)</td>
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<td>Session S26: IT Adoption and Diffusion (II)</td>
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<td>Session S27: Electronic Commerce and Mobile Commerce (III)</td>
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<td>Session S28: General Track (II)</td>
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<td>Session S29: Service Science in IS Research (II)</td>
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<td>Poster Session 3</td>
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<tr>
<td>14:50-15:10</td>
<td>Coffee Break</td>
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<tr>
<td>15:10-16:40</td>
<td>Session S30: IT/IS and Design Science (II)</td>
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<td>Session S31: Human Computer Interaction (II)</td>
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<td>Session S32: Information Systems Security and Privacy (II)</td>
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<td>Session S33: Web 2.0, Social Computing and Data Mining (III)</td>
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<td>Session S34: Social and Organizational Aspects of IS (III)</td>
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<td>Session S35: Knowledge Management and Business Intelligence</td>
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<td>Poster Session 4</td>
<td>Room 7 (4F)</td>
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### July 12, 2010 (Monday)

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<tr>
<td>8:30-</td>
<td>Local cultural tour (Assembling Place: Lobby, Grand Formosa Hotel)</td>
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PACIS 2010 Program

Keynote Speeches

Keynote I: The Future of Academic MIS  (08:50-09:40, July 10)
Speaker: Joey F. George   Florida State University, USA

Keynote II: Opportunities and Challenges of Cloud Computing  (10:00-10:50, July 10)
Speaker: Yen-Sung Lee   Chunghwa Telecom, Taiwan

Keynote III: Why Top Journals Accept Your Paper  (11:00-11:50, July 10)
Speaker: Detmar Straub   Georgia State University, USA

Panels

Panel I: Knowledge Management Research: Opportunities and Future Trends  (13:20-14:50, July 10)
Chair: Hsinchun Chen   University of Arizona, USA
Panelists: Varun Grover   Clemson University, USA
          Jae Kyu Lee   Korea Advanced Institute of Science and Technology, Korea
          Ting-Peng Liang   National Sun Yat-Sen University, Taiwan & City University of Hong Kong, Hong Kong
          Eric Wang   National Central University, Taiwan

Panel II: Meeting with Journal Editors  (15:10-16:40, July 10)
Chair: Vallabh Sambamurthy   Editor in Chief, ISR
Panelists: Hsinchun Chen   Editor in Chief, ACM Transactions on MIS
          Ting-Peng Liang   Editor in Chief, Pacific Asia Journal of AIS
          Kalle Lyytinen   Editor in Chief, Journal of AIS
          Detmar Straub   Editor in Chief, MIS Quarterly
          Ping Zhang   Editor in Chief, AIS Transactions on Human Computer Interaction

Chair: Michael D. Myers   University of Auckland Business School, New Zealand
Panelists: Qing Hu   Iowa State University, USA
          Shirley Gregor   Australian National University, Australia
          Shan Ling Pan   National University of Singapore, Singapore

Tutorials

Tutorial TI: The Design Science Research Method  (13:30-16:30, July 9)
Speaker: Minder Chen   California State University Channel Islands, USA
Moderator: Chien-Chin Chen National Taiwan University, Taiwan

Tutorial TII: Case Study Method (13:30-16:30, July 9)
Speaker: Shan Ling Pan National University of Singapore, Singapore
Moderator: Ling-Ling Wu National Taiwan University, Taiwan

Tutorial TIII: Operationalizing Theoretical Sampling within A Grounded Theory Research (13:30-16:30, July 9)
Speaker: Jimmy Huang The University of Warwick, UK
Moderator: Carol Hsu National Taiwan University, Taiwan

Regular Paper Sessions

Session S1: Social and Organizational Aspects of IS (I) (13:20-14:50, July 10)
Session Chair: Yung-Ming Li National Chiao Tung University, Taiwan

Key Influences of Cyberbullying for University Students
Angela Ting Zhang, Lesley Pek Wee Land, Geoffrey Dick

Exploring Risks in Smart City Infrastructure Projects: Municipal Broadband Initiatives
Angsana A. Techatassanasoontorn, Shuguang Suo

Value Creation in Multi-Level Networks: A Development of Business Model Theory
Duncan R. Shaw

Inter-Organizational Information Systems Visibility in Buyer-Supplier Relationships: Buyer and Supplier Perspectives
Kyung Kyu Kim, Sung Yul Ryoo, Na Yeun Ha

Session S2: IT Adoption and Diffusion (I) (13:20-14:50, July 10)
Session Chair: Andrew N. K. Chen University of Kansas, USA

Executing Management Control through Decision Technology
Angela Liew, Chris Akroyd

Information Technology Innovation Spirals in Cross-Cultural Collaboration: A Case of Software Localization in Africa
Carl Lawrence, Max Erik Rohde

A Study on Taiwan Consumers’ Adoption of Online Financial Services
Chih-Chia Chang, Po-Chien Chang

Examining Gender Effects in Technology Acceptance by Arabian Workers: A Survey Study
Han-fen Hu, Said S. Al-Gahtani, Paul Jen-Hwa Hu

Session S3: IT/IS Leadership, Strategy and Governance (I) (13:20-14:50, July 10)
Session Chair: Youwei Wang Fudan University, China

Corporate Governance of IT: A Case Study in An Australian Government Department
Carla L. Wilkin, John Campbell

The Construction of Firm’s IT Capability and Its Impact on IT Assimilation: An Empirical Investigation in China
Guopeng Yin, Bo Yang

Mapping Improvements Achievable through the Adoption of IT Governance
Mauricio Marrone, Lutz M. Kolbe
Exploring Leadership Styles in Software Development Projects

Michael Prifling

Session S4: Service Science in IS Research (I)  (13:20-14:50, July 10)
Session Chair: Furen Lin  National Tsing Hua University, Taiwan

Developing and Validating Service Innovation Readiness
Wenkai Wang, HsuanYu Sheila Hsu, HsiuJu Rebecca Yen, Hung-Chang Chiu, Chih-Ping Wei

Hawk-Dove Game Based Interactive Design to Manage Customer Expectation
Yen-Hao Hsieh, Soe-Tsyr Yuan, Siao-Jhen Liou

Competing in the Business Process Outsourcing Industry: A Call Center Case Study
Yiching Liou, Minder Chen

A Systematic Framework of IT-Enabled Service Research towards Formulating Research Questions in IS Realm
Yonggui Wang, Dongming Xu, Fiona Rohde

Session S5: IT/IS in Healthcare (I)  (13:20-14:50, July 10)
Session Chair: Lemai Nguyen  Deakin University, Australia

E-Healthcare and Knowledge-Intensive Website: An Empirical Study of National Cancer Center (NCC), South Korea
Chulmo Koo, Yulia Wati

Understanding Hospital Information Systems Adoption in China (Best Paper Award Nomination)
Fei Peng, Sherah Kurnia

Mobile Application Development for Senior Citizens
Jing Gao, Andy Koronios

Introducing Health Information Systems to Aged Care in Vietnam
Lemai Nguyen, The Hue Nguyen

Session S6: Electronic Commerce and Mobile Commerce (I)  (13:20-14:50, July 10)
Session Chair: Sulin Ba  University of Connecticut, USA

Exploring Online Repeat Purchase Intentions: The Role of Habit
Chao-Min Chiu, Meng-Hsiang Hsu, Hsiangchu Lai, Chun-Ming Chang

A Comparative Study of Two Combinatorial Reverse Auction Models
Fu-Shiung Hsieh, Chung-Wei Huang

Examining Online Switching Costs over Search Product and Experience Product Contexts
Hee-Woong Kim, Sujin Choi, Ki-Ho Kim

The Success Factors for App Store-Like Platform Businesses from the Perspective of Third-Party Developers: An Empirical Study Based on A Dual Model Framework
Hyung Jin Kim, Inchan Kim, Ho Geun Lee

Session S7: Global IT/IS Management (I)  (15:10-16:40, July 10)
Session Chair: Ji-Ye Mao  Renmin University of China, China

Measuring the Performance of Ecommerce Websites
Ahmad Ghandour, George Benwell, Kenneth Deans

Why ERP Post-Implementation Fails? Lessons Learned from A Failure Case in China
Guo Chao Peng, Miguel Baptista Nunes

Exploring the Path to ERP Implementation Success: In Retrospect after Rollout
Haiping Bai, Ji-Ye Mao

Implementing Citizen-Centric Strategic IS Projects: An Indian Case Study
M.N. Ravishankar

Session S8: Web 2.0, Social Computing and Data Mining (I)  (15:10-16:40, July 10)
Session Chair: Xiaoquan (Michael) Zhang  Hong Kong University of Science and Technology, Hong Kong

Social-Role Identity Salience and User Participation in Social Networks
Xiaoquan (Michael) Zhang, Chong (Alex) Wang

An Effective Clustering Approach to Stock Market Prediction
Anthony J.T. Lee, Ming-Chih Lin, Rung-Tai Kao, Kuo-Tay Chen

CRM Strategies for A Small-Sized Online Shopping Mall Based on Association Rules and Sequential Patterns
Beom-Soo Shim, Yong-Moo Suh

Session S9: Human Behavior and IT/IS (I)  (15:10-16:40, July 10)
Session Chair: Rebecca HsiuJu Yen  National Tsing Hua University, Taiwan

Understanding Information Systems Continuance Intention: A Five-Factor Model of Personality Perspective
Michael Yu-Ching Lin, Chorng-Shyong Ong

Learners’ Perceived Effectiveness of Wikis for Team Projects
Elizabeth Koh, John Lim

Why Do They Return Help? Examining the Motives of Reciprocity in Online Communities
Hua Ye, Atreyi Kankanhalli, Yuanyue Feng

Understanding the Role of Knowledge Co-Production between Users and Developers in ISD Project: An Intellectual Capital Perspective
Jack Shih-Chieh Hsu, Chiao-Fang Lo, Tung-Ching Lin, Kuang-Ting Cheng

Session S10: Green IT and Management  (15:10-16:40, July 10)
Session Chair: Kyoung Jun Lee  Kyung Hee University, Korea

Hannes Schlieter, Martin Juhrisch, Stephan Niggemann

An Explorative Study for Business Models for Sustainability
Kyoung Jun Lee, Federico Casalegno

Seeking the “Green” in “Green IS”: A Spirit, Practice and Impact Perspective
Mohamad Taha Ijab, Alemayehu Molla, Asmare Emerie Kassahun, Say Yen Teoh

Session Chair: Kai-Lung Hui  Hong Kong University of Science and Technology, Hong Kong

Optimal Investment in Information Security: A Business Value Approach
C. Derrick Huang

Model-Based Management – Design and Experimental Evaluation
Gunnar Dietz, Martin Juhrisch
Embedding Information Security Culture Emerging Concerns and Challenges  
Joo Soon Lim, Atif Ahmad, Shanton Chang, Sean Maynard

An Exploratory Study on the Impact of Trust on Different E-Payment Gateways: Octopus Card Vs. Credit Card  
Kevin K.W. Ho, Eric Wing Kuen See-To

**Session S12: IT/IS and Design Science (I)**  (15:10-16:40, July 10)  
**Session Chair:** Shin-Yuan Hung  National Chung Cheng University, Taiwan

Stiff Structures for Loose Folks – A Platform for an Open Innovation Community  
Michael Reinhardt, Jochen Hetzenecker, Marc René Frièß, Michael Amberg

Combining Coauthorship Network and Content for Literature Recommendation  
San-Yih Hwang, Chih-Ping Wei, Yu-chin Huang, Yun Tang

A Comparison of Visual Modeling Notations for Web Services Choreography  
W. L. Yeung

**Session S13: General Track (I)**  (08:30-10:00, July 11)  
**Session Chair:** Alex Tung  University of Connecticut, USA

Re-Conceptualising IS Function’s Support Performance: A Preliminary Model  
Ahmad A. Rabaa’i, Guy G. Gable, Wasana Bandara, Erwin Fielt

Measuring the Relative Efficiency of IC Design Firms: A Directional Distance Functions and Meta-Frontier Approach  
Bo Hsiao, Ching-Chin Chern, Ming-Miin Yu, Ching-Ren Chiu

Information Systems Research: Aligning to Industry Challenges in Management of Regulatory Compliance  
Norris Syed Abdullah, Shazia Sadiq, Marta Indulska

An Affective Model for Unauthorized Sharing of Software  
Samuel S.K. Kwan, Kar Yan Tam

**Session S14: Human Behavior and IT/IS (II)**  (08:30-10:00, July 11)  
**Session Chair:** Jerry Chang  University of Nevada at Las Vegas, USA

Understanding Real-Virtual Dynamics of Human Behavior from the Action Stream Perspective  
Masao Kakihara

Effects of Product Learning Aids on Breadth and Depth of Recall: An Empirical Investigation  
Meng-Xiang Li, Chuan-Hoo Tan, Kwok-Kee Wei, Choon-Ling Sia, Hock-Hai Teo, Chee-Wei Phang

Does Privacy Still Matter in the Era of Web 2.0? A Qualitative Study of User Behavior towards Online Social Networking Activities  
Qing Hu, Shuo Ma

Information System Capabilities as A Driving Force in Enhancing Organizational Performance: An Empirical Study  
Rui Bi, Kosmas X. Smyrnios, Booi Kam

**Session S15: Economics of IS**  (08:30-10:00, July 11)  
**Session Chair:** Hsing Cheng  University of Florida, USA

Online Music Ranking Service: Ranking Mechanism Based on Popularity and Slot Effect  
Byungjoon Yoo, Kwansoo Kim
Predict Market Share with Users’ Online Activities Data: An Initial Study on Market Share and Search Index of Mobile Phone
  Kaiquan Xu, Jin Xu, Long Liu, Jimmy SJ. Ren, Wei Wang, Stephen Shaoyi Liao, Yuxia Song

Delayed Product Introduction
  Qiu-Hong Wang, Kai-Lung Hui

Integration of WiMAX and WiFi Services: Bandwidth Sharing and Channel Collaboration
  Yung-Ming Li, Jhih-Hua Jhang-Li

Session S16: IT/IS in Healthcare (II)  (08:30-10:00, July 11)
Session Chair: Shamsul Huda  University of Ballarat, Australia

A Case Study of Healthcare Information Technology Implementation: Agile-Innovative Capability Development Process
  Say Yen Teoh, Shun Cai, Brian Corbitt

Smokers’ Characteristics and Cluster Based Quitting Rule Discovery Model for Enhancement of Government’s Tobacco Control Systems
  Shamsul Huda, John Yearwood, Ron Borland

Manifesto for E-Health Success
  Wilfred Huang, Juergen Seitz, Nilmini Wickramasinghe

Applying the Modified Delphi Method to Identify the Taiwanese Electronic Health Record Systems Evaluation Framework and Instrument
  Yung-Yu Su, Khin Than Win, Tieh-Chi Chung

Session S17: Knowledge Management  (08:30-10:00, July 11)
Session Chair: Jae-Nam Lee  Korea University, Korea

Use Text Mining Approach to Generate the Draft of Indictment for Prosecutor
  Chuan-hsi Chen, Jeffery Y. P. Chi

Antecedents and Impact of Knowledge Management Capability in Public Organizations (Best Paper Award Nomination)
  L. G. Pee, A. Kankanhalli, L. L. Ong, M. K. Vu

Knowledge Asset and Inter-Organizational Relationship in the Performance of Australian Beef Supply Chain
  Mohammad Nasir Uddin, Mohammed Quaddus, Nazrul Islam

Knowledge Sharing and Management for Better Organisational Outcomes: An Indian Study
  Raj Gururajan, Heng-Sheng Tsai, Abdul Hafeez-Baig, Meng-Kuan Lin

Session S18: IT/IS Project Management  (08:30-10:00, July 11)
Session Chair: Waifong Boh  Nanyang Technological University, Singapore

Persistence Influence for IT Outsourcing: Small and Medium Firms Perspectives of Their Application Service Providers
  Aleck C H Lin, James J. Jiang, Gary Klein

IT Project Portfolio Management – A Matter of Organizational Culture?
  Michael Prifling

Understanding eGovernment Failure: An Actor-Network Analysis of Thailand’s Smart ID Card Project
  Panom Gunawong, Ping Gao
An Exploratory Study of the Gap between Client Expectations and Client Perceived Performance of the Delivered Information System
Zhixing Zheng, Benjamin Yen, Minyi Huang

Session S19: Global IT/IS Management (II) (10:20-11:50, July 11)
Session Chair: Sanjay Mathrani Massey University, New Zealand
Relationship and Contract Issues of IT Outsourcing – Descriptive Case Studies in China Regions
Qi Cong, Patrick Y. K. Chau
Deriving Value from End-To-End (E2E) Solutions in A Developing Country: A Study of Loan Processing in Bangladesh
Al Nahian Riyadh, Patrick Finnegan
Critical Success Factors for the Transformation Process in Enterprise System Implementation
Sanjay Mathrani, Dennis Viehland
IT-Enabled Management Control Systems Transformations: Lessons Learned from SaveCom
Tzu-Chuan Chou, Pu-Dong Weng, Tsung-Cheng Wu

Session Chair: Xin Li City University of Hong Kong, Hong Kong
An Empirical Analysis of Virtual Goods Pricing Strategies in Virtual Worlds
Sulin Ba, Dan Ke, Jan Stallaert, Zhongju Zhang
Continuance Intention of Blog Users: The Impact of Perceived Enjoyment and User Involvement
Wen-Lung Shiau, Margaret Meiling Luo
Exploring Consumers’ Coping Behaviors in Online Double Deviation Scenarios: From Power Perspective
Yu-Hui Fang, Chao-Min Chiu, Ting-Peng Liang
Evaluating Government Portal Websites in China
Yuan Liu, Xi Chen, Xiaoyi Wang

Session Chair: Cheng Zhang Fudan University, China
Examining Effects of Technology-Assisted Learning on Learning Effectiveness and Satisfaction: A Quasi-Experimental Study
Paul Jen-Hwa Hu, Wendy Hui
Designing for Enjoyment and Informal Learning: A Study in A Museum Context
Aleck C H Lin, Walter Fernandez, Shirley Gregor
Designing Effective Decision Support Using Decisional Guidance
Alison Parkes
Understanding Twitter Usage: What Drive People Continue to Tweet
Ivy L.B. Liu, Christy M K. Cheung, Matthew K.O. Lee

Session Chair: San-Yih Hwang National Sun Yat-sen University, Taiwan
Perceived Interactivity: Exploring Factors Affecting Micro-Blogging Service Satisfaction and Continuance Intention
Ling Zhao, Yaobin Lu
Behavior Participation in Virtual Worlds: A Triandis Model Perspective  
Honglei Li, Kun Chang Lee

Patent Classification Using Ontology-Based Patent Network Analysis  
Meng-Jung Shih, Duen-Ren Liu

Understanding Collaborations in Virtual World  
Shalini Chandra, Yin-Leng Theng, May O. Lwin, Schubert Foo Shou-Boon

Session S23: Social and Organizational Aspects of IS (II)  
(10:20-11:50, July 11)  
Session Chair: Jifeng Luo  
Shanghai Jiaotong University, China

Adaptive Enterprises: Interweaving People Process and Technology  
Gabrielle Peko, David Sundaram

Social Behavior and Network Analysis  
Lee Hu, Ogan Pekin

Understanding Cross-Sector Collaboration in E-Government Development: Theoretical Consideration Based on Extended Bryson’s Framework  
Zhikui Lu, Nan Zhang, Qingguo Meng

Moderating Effects of Extroversion and Neuroticism on Sleep Deprivation and Cyberloafing  
Satish Krishnan, Vivien K.G. Lim

Session S24: Human Behavior and IT/IS (III)  
(13:20-14:50, July 11)  
Session Chair: Chao-Min Chiu  
National Sun Yat-sen University, Taiwan

Loyalty of Web 2.0 Sites: The Role of Sense of Belonging  
Yi Maggie Guo, Chung-Tzer Liu

Why People Stick to Play Social Network Site Based Entertainment Applications: Design Factors and Flow Theory Perspective  
Yi Wu, Zheng Wang, Klarissa Chang, Yunjie Xu

Understanding Satisfaction of Knowledge Contributors in Transactional Virtual Communities from A Cost-Benefit Tradeoff Perspective  
Yongqiang Sun, Yulin Fang, Kai H. Lim, Xiaojian Chen

Making Sense of Corporate Tour-Guide Bloggers’ Networking Behavior: A Social Network Perspective  
Yu Shirley Ou Yang, Jia-Li Hsu, Carol W. Hsu

Session S25: IT/IS Leadership, Strategy and Governance (II)  
(13:20-14:50, July 11)  
Session Chair: Peter Seddon  
The University of Melbourne, Australia

Post-Merger IT Integration: A Comparison of Two Case Studies  
Peter B. Seddon, Peter Reynolds, Leslie P. Willcocks

Determinants of Successful ICT Risk Management in Thai Organisations  
Siridech Kumsuprom, Brian Corbitt, Siddhi Pittayachawan, Phoomhmiphat Mingmalairaks

A Methodology for Evaluating Whether Web Sites Support Their Organizational Critical Activities  
Wei-Hsi Hung, Robert John McQueen, David C Yen

The Moderating Effect of A Chief Information Officer’s Competence on IT Investment and Firm Performance  
Zhen Shao, Yuqiang Feng, Jyoti Choudrie, Yang Liu
**Session S26: IT Adoption and Diffusion (II) (13:20-14:50, July 11)**

**Session Chair:** Alison Parkes  
The University of Melbourne, Australia

Multiple Perspectives Technology Appropriation: Analysis of Open Source Software Implementation Failure  
*Nor Zairah Ab. Rahim, Rose Alinda Alias, Jennie Carroll*

E-Procurement System Adoption under Supply Chain Migration: A Case Study of Taiwanese Notebook Company  
*Shin-Horng Chen*

An Empirical Study of the Impact of Trial Experiences on the Continued Usage of Mobile Newspapers  
*Ting Wang, Lih-Bin Oh, Kanliang Wang, Bo Zhang*

How Personality Affects Continuance Intention: An Empirical Investigation of Instant Messaging  
*Wei Wang*


**Session Chair:** Ling-Ling Wu  
National Taiwan University, Taiwan

Emotional Trust and Cognitive Distrust: From A Cognitive-Affective Personality System Theory Perspective  
*Jung Lee, Jae-Nam Lee, Bernard C. Y. Tan*

Factors Influencing Negotiation in the Sourcing Process between Partners in E-Procurement: A Focus on Actors  
*Noraziah Abu Bakar, Konrad Peszynski*

Understanding the Antecedents of SCM Process Performance: The Perspective of IT-Enabled Resources (Best Paper Award Nomination)  
*Shih-Wei Chou, Pi-Hui Hsieh*

Formal Models of Virtual Enterprise Architecture: Motivations and Approaches  
*Amit Goel, Heinz Schmidt, David Gilbert*

**Session S28: General Track (II) (13:20-14:50, July 11)**

**Session Chair:** Carol Hsu  
National Taiwan University, Taiwan

Cost-Sensitive Learning for Recurrence Prediction of Breast Cancer  
*Tsang-Hsiang Cheng, Ci-Wei Lan, Chih-Ping Wei, Henry Chang*

Supporting Acute Appendicitis Diagnosis: A Pre-Clustering-Based Classification Technique  
*Yen-Hsien Lee, Paul Jen-Hwa Hu, Wei-Yao Chuang, Tsang-Hsiang Cheng, Yi-Cheng Ku*

Business Value of Information Technology in A Network Environment  
*Yucong Liu, Andrew Chen*

State of IT Artifacts: An Analysis of ICIS 2009 Research Papers  
*Ping Zhang, Michael J. Scialdone*

**Session S29: Service Science in IS Research (II) (13:20-14:50, July 11)**

**Session Chair:** Minder Chen  
California State University Channel Islands, USA

Towards Improving Enterprise Architecture Decision-Making through Service-Dominant Logic  
*Cheng-Hui Chuang, Johan van Loggerenberg, Hugo Lotriet*

Color Imagery for Destination Recommendation in Regional Tourism
Chun-Ya Yang, Soe-Tsyr Yuan

Service Oriented Architecture (SOA): Implications for Australian University Information Systems Curriculum
Leon Kok Yang Teo, David Wee Teh, Brian Corbitt

The Impact of the Software-as-a-Service Concept on the Underlying Software and Service Development Processes
Sebastian Stuckenberg, Armin Heinzl

Session S30: IT/IS and Design Science (II) (15:10-16:40, July 11)
Session Chair: Jörg H. Mayer University of St. Gallen, Switzerland

Humanizing E-Mail Processing for Personal Information Management with Semantic Web and Speech Act Theory
Cheng-Hao Chen, Frank S.C. Tseng

Managing A Paradox–Design Principles for Executives’ IT Support
Jörg H. Mayer, Frederik Marx

IT and the Environment: An Application in Supply Chain Management
Lee Hu, Daniel Zeng

Session Chair: Weiquan Wang City University of Hong Kong, Hong Kong

Solving the Information Overload Problem: The Role of Unconscious Thought in Enhancing Online Purchasing Decisions (Best Paper Award Nomination)
Jie Gao, Cheng Zhang, Ke Wang, Sulin Ba

The Effects of Ambiguity Tolerance and User Discretion on Spatial Task Performance and Display Choices
Russell Grant, Milton Shen, Melody Carswell, Radhika Santhanam

The Effects of Location-Based Mobile Personalization on Users’ Behavior
Shuk Ying Ho

Session Chair: Timon Du The Chinese University of Hong Kong, Hong Kong

Why Individuals Commit Computer Offences in Organizations: Investigating the Roles of Rational Choice, Self-Control, and Deterrence
Qing Hu, Zhengchuan Xu, Tamara Dinev, Hong Ling

Ontology-Based Privacy Protection in Location Commerce
Seng-cho T. Chou, Timon C. Du, Chia-ho Yu

Privacy: An Ontological Problem
Shan Chen, Mary-Anne Williams

Session S33: Web 2.0, Social Computing and Data Mining (III) (15:10-16:40, July 11)
Session Chair: Choon Ling Sia City University of Hong Kong, Hong Kong

The Use of Online Social Networking for Higher Education from An Activity Theory Perspective
Suraya Hamid, Jenny Waycott, Sherah Kurnia, Shanton Chang

Exploiting Emotions in Social Interactions to Detect Online Social Communities
Xin Li, Hsinchun Chen, Su Li
A Study of Machine Learning Models in Epidemic Surveillance: Using the Query Logs of Search Engines  
Ze-Han Fang, Jian-Shuin Tzeng, Chien Chin Chen, Tzu-Chuan Chou

Session S34: Social and Organizational Aspects of IS (III) (15:10-16:40, July 11)  
Session Chair: Wenshin Chen  Abu Dhabi University, United Arab Emirates

A Contingent View of the Internet-Enabled Supply Chain Integration and Firm Performance  
Hefu Liu, Weiling Ke, Kwok Kee Wei, Jibao Gu, Huaping Chen

The Social Values of Wireless Technology in the Institutional Context  
Wenshin Chen, David Bennett

Information Systems Integration Mechanisms within Supply Chain Agility in the Chinese Automotive Industry  
Yi Wu, Margi Levy, Martin Liu

Financial Inter-Organizational System Diffusion in Taiwan’s Fund Management Industry: A Social Shaping of Technology Perspective  
Yu-Tzu Lin, Carol Hsu

Session S35: Knowledge Management and Business Intelligence (15:10-16:40, July 11)  
Session Chair: Tsai-Hsin Chu  National Chiayi University, Taiwan

The Determinants of Knowledge Sharing Intention in Professional Virtual Communities: An Integrative Model  
Shin-Yuan Hung, Hui-Min Lai, Yu-Che Chou

Delivering Knowledge across Boundaries: A Process Model of Knowledge Delivery in Offshoring Projects  
Yuanyue Feng, Hua Ye, Shan L. Pan

A Personalized Researcher Recommendation Approach in Academic Contexts: Combining Social Networks and Semantic Concepts Analysis  
Yunhong Xu, Jinxing Hao, Raymond Y.K. Lau, Jian Ma, Wei Xu, Dingtao Zhao

Business Intelligence in the Cloud?  
Henning Baars, Hans-Georg Kemper

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Poster Paper Sessions

Poster Session 1 (08:30-10:00, July 11)

The Impact of Two-Factor Authentication Technology on the Adoption of Internet Banking  
Joo Suk Han, Sherah Kurnia, Fei Peng

Effects of Aggregate Rating on eWOM Acceptance: An Attribution Theory Perspective  
Lingyun Qiu, Dong Li

Is Australia Really the Lucky Country? Price Discrimination in Digital Distribution  
Alex Richardson

Electronic Word-Of-Mouth Contribution Continuance in Online Opinion Platforms: The Role of Multiple Commitments  
Xiao-Ling Jin, Li Xiang, Matthew K.O. Lee, Christy M.K. Cheung, Zhongyun Zhou, Ding-Tao Zhao

Explaining E-Tailers’ Source of Competitiveness: An Integrative Framework  
Youwei Wang, Shan Wang, Zhuqing Yang, Hong Ling
The State of Electronic Word-Of-Mouth Research: A Literature Analysis
*Christy M.K. Cheung, Dimple R. Thadani*

Website Blocking Across Ten Countries: A Snapshot
*Anuradha Mathrani, Massoud Alipour*

The Misalignment between Packaged Enterprise Systems and Chinese Context: A Context Study of Packaged ES Adoption in China
*Lan Cao*

Evolution of Offshore Software Outsourcing in East Asian Countries: From Cost to Relation
*Seungkwon Jang, Heejin Lee, Kyungmin Ko, Dasom Kim*

The Effects of Website Personalization on User Intention to Return through Cognitive Beliefs and Affective Reactions
*May Wang, Benjamin Yen*

IT/IS as the Secret Scroll of Kung Fu: A Functionalist Explanation of A Technical Structure for Information Systems Design
*Hsiao-Chi Wu, Yu-Fen Chen, Ching-Cha Hsieh*

Retailer Acceptance of Consumer Led Group Buying from A Stakeholder Influence Strategy Perspective
*Minyi Huang, Benjamin Yen*

The Literature Review of Technology Acceptance Model: A Study of the Bibliometric Distributions
*Shu-Hsun Chang, Chien-Hsiang Chou, Jiann-Min Yang*

Self-Regulation, Individual Characteristics and Cyberloafing
*Smrithi Prasad, Vivien K.G. Lim, Don J.Q. Chen*

A Study of the Effect of Anger on Immoral Judgment of Internet Privacy Invasion
*Feng-Yang Kuo, Cathy. S. Lin, Ho-I Sun, Ming-Han Lee, Yu-Feng Huang*

**Poster Session 2** (10:20-11:50, July 11)

Exploring An Individual’s Intention to Use Blogs: The Roles of Social, Motivational and Individual Factors
*Chen-Ya Wang, Seng-cho T. Chou, Hsia-Ching Chang*

Social Goals in Communication Media Choice
*Yunjie (Calvin) Xu, Shun Cai*

A Empirically Validated Framework for Limiting Free-Riding in P2P Networks through the Use of Social Network Information
*Fatmawati Zifa Zaukani, Jörn Altmann*

Understanding the Bloggers’ Continuance Usage: Integrating Flow into the Expectation-Confirmation Theory Information System Model
*Chia-Hui Shih, Wen-Lung Shiau, Li-Chun Huang*

The Impact of Board Structure on Information Security Breaches
*Tawei Wang, Carol Hsu*

Pair-Wise Privilege Control for Cross-Domain Private Data Sharing
*Jian Zhong, Peter Bertok, Zahir Tari*

Near-Optimal Defense Strategies against DDoS Attacks Based upon Packet Filtering and Blocking Enabled by Packet Marking
Frank Yeong-Sung Lin, Pei-Yu Chen, Chun-Wei FanChiang
Emerging Trends of ICT Adoption in Innovation Contexts: A Network Framework
Giselle Rampersad, Indrit Troshani

A Critical Analysis of E-Market Adoption in Australian Small and Medium Sized Enterprises
Xiaoxia Duan, Hepu Deng, Brian Corbitt

Developing Learning System Continuance with Teachers and Students: Case Study of the Echo360 Lecture Capturing System
Kai Pan Mark, Douglas R. Vogel, Eva Y. W. Wong

Impact of External Environmental Factors on RFID Adoption in Australian Livestock Industry: An Exploratory Study
Mohammad Alamgir Hossain, Mohammed Quaddus

Implementation of the Tourism Area Life Cycle Model as An Advisory Decision Support System
Puttadee Pornphol, G. Michael McGrath

Modeling Government Credit Information Systems Diffusion in China: A System Dynamics Approach
Yinbin Liu, Hongbo Li, Stella Wen Tian

Intelligent Agents for Negotiation and Recommendation in Mass Customization
Jiaqi Yan, Yani Shi, Sherry Sun, Huaiqing Wang, Zhongsheng Hua

Business Modeling with the Support of Multiple Notations in Requirements Engineering
Moshiur Bhuiyan, Aneesh Krishna

Poster Session 3 (13:20-14:50, July 11)

Critical Issues in Assimilation of Healthcare Information Systems
Hidayah Sulaiman, Nilmini Wickramasinghe

Efficacy and Feasibility of A Mobile ECG Decision Support System – A Preliminary Conceptual Model
Meng-Kuan Lin, Joseph M Mula, Raj Gururajan, John W. Leis, Abdul Hafeez-Baig

Implementing Patient Accessible Health Information Site for Diabetes Management
Khin Than Win

A Knowledge-Based Risk Advisor Model for Chronic Complications of Diabetes
Mohsen Sangi, Khin Than Win, John Fulcher

Possibility of the Introduction of Telemedicine in Rural Villages in Vietnam <From the Introduction of Medical Information System to the Vertical Integration-Type Medicine Management>
Jitsuzo Katsumata, Tetsuya Toma, Tetsuro Ogi

World-Class IS-Enabled Business Innovation: A Case Study of IS Leadership, Strategy & Governance
Steve Elliot, Mary-Anne Williams

Information System Development Team Collaboration Antecedents
Kuo-Chung Chang, Fu-Cheng Yu

Replacing Project Manager: Reasons of Replacement Interpreted through the Activity Theory
Tero Vartiainen, Heli Aramo-Immonen, Kirsi Liikamaa
The Deficiency of IT Capability of A Firm Vis-À-Vis Competition and IT Outsourcing Decisions: A Two Stage DEA and PLS Analysis  
Jahyun Goo

Data Mining: A Clustering Application  
Lin Chang, Xue Bai

Unraveling the Relationship between Co-Authorship and Research Interest  
Jiejia Lin, Yunhong Xu, Shujin Cao

Views and Constructs for Knowledge Management in India—A Confirmatory Factor Analysis  
Abdul Hafeez-Baig, Raj Gururajan, Heng Sheng Tsai

A Practical Risk Management Framework for Intelligent Information Systems  
Xun Wang, Mary-Anne Williams

**Poster Session 4**  (15:10-16:40, July 11)

Study on Knowledge Transfer in Knowledge Process Outsourcing (KPO)  
Weijun Wang, Chunmei Gan

Enhancing the Delivery of Library’s Services through the Implementation of An Emerging Information Technology: A Process Framework  
Shamshul Bahri

Sourcing Business and Software Services  
Erwin Fielt, Axel Korthaus, Thomas Kohlborn, Michael Rosemann

Supporting Service Management with Service Encounters Analysis: A Case on Call Centre Outsourcing Operations  
Rong-Rong Chen, Yung-Hsiu Lin, Ta-Wei Shih, Her-Kun Chang

The Role of Organizational Motivations in Information Systems Implementation  
Md Mahbubur Rahim, Graeme Shanks, Ilona Jagielska

Does Distance Matter? An IT Application  
Sherry Sun, Lei Chen

The Influence of Organisational Culture across the Stages of Enterprise System Implementations  
Lindsay Stuart, Annette Mills, Ulrich Remus

Assessing Government to Business Services Performance: The Role of Human and Organizational Factors  
Husnayati Hussin, Erne Suzila Kassim

Towards A Scale Free Network Approach to Study Organizational Communication Network  
Mohammed Uddin, Shahrir Tanvir Hasan Murshed, Liaquat Hossain

Drift and Good-Enough Control in A Complex Information Systems Infrastructure  
Jenny Leonard, Jennie Carroll

The Study of Patent Prior Art Retrieval Using Claim Structure and Link Analysis  
Fu-ren Lin, Feng-mei Huang

The Effects of News Sentiment and Coverage on Credit Rating Analysis  
Feng-Tse Tsai, Hsin-Min Lu, Mao-Wei Hung

Discrepancy between Actual Self and Virtual Self: Theoretical Extensions, Measurement and Relation to Contribution in Virtual Communities
Ayoung Suh, Kyung-shik Shin

Automatic Learning of A Supervised Classifier for Patent Prior Art Retrieval
Hung-Chen Chen, Yu-Kai Lin, Chih-Ping Wei, Chin-Sheng Yang

“Betting on the House”: Value Creation by Insourcing at Crown Limited
Peter Reynolds, Peter B. Seddon
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