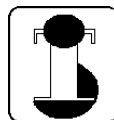


# 19th Workshop on Information Technologies and Systems



Phoenix, AZ, USA  
December 14-15, 2009

## Sponsors



2009 WITS

## Foreword

Welcome to the Nineteenth Workshop on Information Technologies and Systems (WITS 2009) being held in Phoenix, Arizona, USA. The purpose of the workshop is to provide a forum for discussion and interaction among scholars with research interests in cutting-edge issues of information technologies and systems.

The theme of the conference is "Interdisciplinary Frontiers in Information Technology Innovation." Information technology is transforming every industry, be it health care, finance, tourism, retail, entertainment, or education. While each industry is diverse and unique, innovation in IT has transformed not only consumer expectations and the nature of products and services offered but also the structure of the industry itself. The information systems innovations across these interdisciplinary frontiers—both in research and practice—need to address several issues while being industry or application "aware." For example, challenges such as lack of interoperability, privacy and confidentiality, and human-computer interface issues that are addressed by our research need to be specific to each industry, e.g., health care. The workshop invited papers that address the challenges and opportunities in IT across industries from a wide variety of disciplinary and inter-disciplinary perspectives: computing, communication, economics, management science, and social and cognitive sciences.

Out of the 114 research papers that were submitted, 36 were accepted, resulting in an acceptance rate of 32%. The papers published in the proceedings represent high-quality research across a wide range of topics, including collaborative filtering, information diffusion and personalized recommendation, conceptual modeling, healthcare, data mining, product distribution and supply networks, emerging e-business models, data and knowledge management, text mining and web mining, social computing, process management, and quality management.

The eight prototypes selected for the workshop demonstrate novel ideas and solutions based on technologies such as data visualization, community source development, data provenance, social and organizational networks, and agent-based negotiation. The innovation in teaching session includes six teaching modules in areas such as business intelligence, IT governance, business process integration, and web services and service-oriented architecture. We are pleased to introduce industry best-of-breed from companies such as E&Y, rSmart, and SAP.

We are pleased to feature our keynote speaker, Alisa Wright, CEO, BioConvergence. She will discuss how the life sciences industry needs to create solutions that link diagnostic, pharmaceutical, and medical device companies.

We would like to take this opportunity to thank all those who were instrumental in making WITS 2009 a success. We want to first thank the members of the Program Committee, who reviewed the papers and helped us in making the acceptance decisions. We would also like to thank the members of the following committees:

- Alok Gupta, Ramayya Krishnan, Salvatore March, Vijay Mookerjee, Jeffrey Parsons (chair), and Carson Woo for being part of the committee that selected the best overall paper and best student paper from among the ones that were nominated.
- Ram Gopal (chair), Hemant Jain, Kumar Mehta, and Veda Storey, who chose the best teaching innovation submission out of finalist submissions.
- Prabuddha De (chair), Keng Siau, and Ramesh Venkataraman, who chose the best research prototype submission out of the finalist submissions.

We are greatly appreciative of Alan Hevner and Sudha Ram for organizing the discussion panels. We are grateful to Faiz Currim, the prototype, innovation in teaching, and industry best-of-breed coordinator, who not only solicited and selected the submissions but also made appropriate arrangements for their demonstration, and Valentin Dinu, the local arrangements chair, and the volunteers, Kyle Blocher and Binny Samuel, who took care of every little detail associated with local arrangements. We are appreciative of the international liaisons—Matti Rossi, Amitava Bagchi, Guoqing Chen, Lihua Huang, Kar Yan Tam, Paulo Goes, and Andrew Burton-Jones—for promoting WITS in Europe, Asia, Latin America, and Australia. We would like to thank Ram Gopal, Kumar Mehta, Sudha Ram, Ram Ramesh, Sanjukta Das-Smith, Ramesh Venkataraman, and Atish Sinha, who shared their own experiences and provided us with very helpful advice throughout the year. Finally, a special word of thanks goes to Paulo Goes and Vijay Vaishnavi, who invested a lot of time in advising us with various aspects of organizing this workshop.

The smooth and efficient functioning of the workshop would not have been possible without the support of our organizational sponsors. We are grateful to the following sponsors for their generous support:

- David Eccles School of Business, University of Utah
- Department of Biomedical Informatics, Arizona State University
- Eller College of Management, University of Arizona
- Heinz College, Carnegie Mellon University
- INFORMS Information Systems Society
- Kelley School of Business, Indiana University
- Krannert School of Management, Purdue University
- School of Management, University of Texas at Dallas
- School of Information Systems, Singapore Management University
- Sheldon B. Lubar School of Business, University of Wisconsin-Milwaukee

We hope that all of you will enjoy WITS 2009 and we look forward to your participation in future WITS workshops.

Vijay Khatri (Indiana University) and Huimin Zhao (University of Wisconsin-Milwaukee), Co-Chairs, WITS 2009

## Workshop Organization

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Valentin Dinu, Arizona State University, USA

### Prototype and Innovation in Teaching Coordinator

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Dan Zhu, Iowa State University, USA  
Michael zur Muehlen, Stevens Institute of Technology, USA





























Monday December 14, 2009

| Time                            | Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15-8:00                       | Continental breakfast and Registration (Sonoran G)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Session 1</b><br>8a-9:30a    | <p><b>Session 1 A: Personalized Recommendation</b><br/><b>Sonoran H (Session Chair: Vijay K. Vaishnavi)</b></p> <ul style="list-style-type: none"> <li>Zan Huang. <i>Bipartite Graph Sampling Methods for Sampling Recommendation Data</i></li> <li>Pelin Atahan, Monica Johar, and Sumit Sarkar. <i>Optimizing Offer Sets Based on User Profiles</i></li> <li>Abhijeet Ghoshal, Syam Menon, and Sumit Sarkar. <i>Recommendations Using Information from Multiple Association Rules</i></li> </ul> <p><b>Session 1 B: Conceptual Modeling Methodologies</b><br/><b>Sonoran I (Session Chair: Padmal K. Vitharana)</b></p> <ul style="list-style-type: none"> <li>Steven Alter, Narasimha Bolloju, and Douglas Vogel. <i>Linking Work System Analysis and Technical Analysis using a Conceptual Model Underlying the Work System Framework</i></li> <li>Sase Singh, Fei Sun, and Carson Woo. <i>Designing UML Diagrams Using Goal-based Concepts</i></li> <li>Simon K. Milton, Jayantha Rajapakse, and Ron Weber. <i>Ontological Clarity and Conceptual Model Validation: An Experimental Evaluation</i><br/><b>(*** Nominated for best paper award)</b></li> </ul>                                                                                                         |
| 9:30a-10:30a                    | <ul style="list-style-type: none"> <li>Coffee Break (Sonoran G)</li> <li>Research Prototype, Innovation in Teaching and Industry Best-of-Breed Posters and Demo (Sonoran JK)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Session 2</b><br>10:30a-12p  | <p><b>Session 2 A: Health Care</b><br/><b>Sonoran H (Session Chair: Roger Chiang)</b></p> <ul style="list-style-type: none"> <li>Ahmed Abbasi, Siddharth Kaza, and Fatemeh "Mariam" Zahedi. <i>Evaluating Link-Based Techniques for Detecting Fake Pharmacy Websites</i></li> <li>Wen Yao, Chao-Hsien Chu, Akhil Kumar, and Zang Li. <i>Using Ontology to Support Context Awareness in Healthcare</i></li> <li>Erik Giesen, Wolfgang Ketter, and Rob Zuidwijk. <i>An Agent-Based Analysis Approach to Resource Allocation in the Dutch Youth Health Care System</i></li> </ul> <p><b>Session 2 B: Data Mining</b><br/><b>Sonoran I (Session Chair: Xue Bai)</b></p> <ul style="list-style-type: none"> <li>Ping Yan and Daniel D. Zeng. <i>In-store Shopping Activity Modeling based on Dynamic Bayesian Networks</i></li> <li>Yu Fu, Zhiyuan Chen, A. Gunes Koru, and Aryya Gangopadhyay. <i>A Privacy Protection Technique for Publishing Data Mining Models and Supporting Data</i></li> <li>Anindya Ghose, Panagiotis G. Ipeirotis, and Beibei Li. <i>Towards Designing Ranking Systems for Hotels on Travel Search Engines: Combining Text Mining and Image Classification with Econometrics</i></li> </ul>                                                           |
| 12p-1:30p                       | <p>Welcome remarks and Lunch (Sonoran G)</p> <p><b>Key note speech:</b> Alisa Wright, CEO, BioConvergence</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Session 3</b><br>1:30p-3:00p | <p><b>Session 3 A: Collaborative Filtering</b><br/><b>Sonoran H (Session Chair: Thomas Lee)</b></p> <ul style="list-style-type: none"> <li>Jing Peng and Daniel Zeng. <i>Exploring information hidden in tags: A subject-based item recommendation approach</i></li> <li>Gediminas Adomavicius and YoungOk Kwon. <i>Toward More Diverse Recommendations: Item Re-Ranking Methods for Recommender Systems</i><br/><b>(***Nominated for best paper award)</b></li> <li>Dan Zhu. <i>A Game Theoretical Approach for Defending Against Shilling Attack</i></li> </ul> <p><b>Session 3 B: Product Distribution and Diffusion and Supply Networks</b><br/><b>Sonoran I (Session Chair: Zhangxi Lin)</b></p> <ul style="list-style-type: none"> <li>Muhammad Adeel Zaffar, Ram L. Kumar, and Kexin Zhao. <i>Diffusion of Open Source Software (OSS): An Economics of Social Networks Perspective</i></li> <li>Kang Zhao, Akhil Kumar, and John Yen. <i>Effect of Topology on the Robustness of a Supply Network – Metrics and Results</i></li> <li>Karl R. Lang, Richard D. Shang, and Roumen Vragov. <i>Strategies for Providing Digital Culture Goods in the Presence of Consumer Sharing and Content Co-Creation</i><br/><b>(***Nominated for best paper award)</b></li> </ul> |
| 3:00p-3:30p                     | Coffee Break (Sonoran G)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 3:30p-5:00p                     | <p><b>Panel:</b> Application Aware IS Research: Impacts and Contributions. (Sonoran JK)</p> <p><b>Panel Chair:</b> Al Hevner; <b>Panelists:</b> Ram Gopal, Matthias Jarke, Sandra Slaughter, and Iris Vessey</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 5:15p-6:15p                     | WITS Board Meeting (Sonoran H)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 6:30p-9:30p                     | <p>WITS Dinner</p> <p><b>Venue:</b> Sam's Café,</p> <p><b>Address:</b> Biltmore Fashion Park, 2566 E. Camelback Road, Suite 201, Phoenix, AZ 85016</p> <p><b>Phone:</b> (602) 954-7100</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

Tuesday December 15, 2009

| Time                            | Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15a-8:00a                     | Continental breakfast and Registration (Sonoran G)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Session 4</b><br>8a-9:30a    | <p><b>Session 4 A: Emerging e-Business Models</b><br/><b>Sonoran H (Session Chair: Radha Mookerjee)</b></p> <ul style="list-style-type: none"> <li>Linjing Li and Daniel D. Zeng. <i>Equilibrium Bidding Strategy for GSP Keyword Auctions</i> (**Nominated for best paper award)</li> <li>Jing Hao, Syam Menon, Srinivasan Raghunathan and Sumit Sarkar. <i>The Impact of Ranking Mechanism on Quality Score and Revenue in Keyword Auctions</i></li> <li>Harpreet Singh, Ram Gopal, and Xinxin Li. <i>Risk and Return of Investments in Online Peer-to-Peer Lending</i> (**Nominated for best paper award)</li> </ul> <p><b>Session 4 B: Data and Knowledge Management</b><br/><b>Sonoran I (Session Chair: Jinsoo Park)</b></p> <ul style="list-style-type: none"> <li>Sandeep Puroo, Arvind Karunakaran, and Brian Cameron. <i>ReKon: Recombinable Knowledge Units for Systems Integration Projects</i></li> <li>Anna Ye Du, Sanjukta Das, Ram Gopal, and Ram Ramesh. <i>Data and Revenue Management Using Tiered Storage</i></li> <li>Thomas Setzer. <i>Data Center Workload Consolidation based on Truncated Singular Value Decomposition of Workload Profiles</i></li> </ul>                                                                                                                                                                  |
| 9:30a-10:30a                    | <ul style="list-style-type: none"> <li>Coffee Break (Sonoran G)</li> <li>Research Prototype, Innovation in Teaching and Industry Best-of-Breed Posters and Demo (Sonoran JK)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Session 5</b><br>10:30a-12p  | <p><b>Session 5 A Text Mining and Web Mining</b><br/><b>Sonoran H (Session Chair: Atish Sinha)</b></p> <ul style="list-style-type: none"> <li>Sandeep Puroo, Vijayan Sugumaran, and Veda C. Storey. <i>From User-Contributed Tags to Domain-level Constructs: A Heuristic Approach</i></li> <li>Thomas H. Park, Jiexun Li, Haozhen Zhao, and Michael Chau. <i>Analyzing Writing Styles of Bloggers with Different Opinions</i></li> <li>Yilu Zhou. <i>Dealing with Name Translation Variations and Same Name Problem</i></li> </ul> <p><b>Session 5 B: Social Computing</b><br/><b>Sonoran I (Session Chair: Gautam Pant)</b></p> <ul style="list-style-type: none"> <li>Ofer Arazy, Arie Croitoru, and Soobaek Jang. <i>The Life Cycle of Corporate Wikis: An Analysis of Activity Patterns</i></li> <li>Abhishek Nagaraj, Amitava Dutta, Priya Seetharaman, and Rahul Roy. <i>Do Wiki-Pages Have Parents? An Article-level Inquiry into Wikipedia's Inequalities</i></li> <li>Jun Liu and Sudha Ram. <i>Who Does What: Collaboration Patterns in the Wikipedia and Their Impact on Data Quality</i> (**Nominated for best paper award)</li> </ul>                                                                                                                                                                                                  |
| 12p-1:30p                       | Lunch and Best Paper Awards (Sonoran G)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 1:30p-3:00p                     | <p><b>Panel: Emerging IT Challenges in the Life Sciences, Biotech, and Pharmaceutical Industries</b> (Sonoran JK)<br/><b>Panel Chair:</b> Sudha Ram; <b>Panelists:</b> Brian Ellerman, Tucson SIS Site Head-Sanofi-Aventis, David J Kempson, CIO-Maricopa Integrated Health System, Dan Stanzione Co-Director – iPlant Collaborative, Edward Suh, CIO-TGen</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 3:00p-3:30p                     | Coffee Break (Sonoran G)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Session 6</b><br>3:30p-5:00p | <p><b>Session 6 A: Process Management and Quality management</b><br/><b>Sonoran H (Session Chair: Ahmed Abbasi)</b></p> <ul style="list-style-type: none"> <li>Harry Jiannan Wang, and Harris Wu. <i>Supporting Business Process Design through a Web 2.0 Process Repository</i></li> <li>Jiaqi Yan, Sherry Sun, Huaiqing Wang, and Zhongsheng Hua. <i>A Belief-Desire-Intention Modeling Approach for Inspection-Oriented Quality Management</i></li> <li>Georg Meyer, Gediminas Adomavicius, Paul E. Johnson, Mohamed Elidrissi, Ryan McCabe, Patrick O'Connor, JoAnn Sperl-Hillen, and William Rush. <i>A Machine Learning Approach to Improving Process Control</i></li> </ul> <p><b>Session 6 B: Collaboration, Information Diffusion, and Recommender Systems</b><br/><b>Sonoran I (Session Chair: Bin Zhu)</b></p> <ul style="list-style-type: none"> <li>Aaron R. Sun, Jessie Cheng, and Daniel D. Zeng. <i>A Novel Recommendation Framework for Microblogging based on Information Diffusion</i> (**Nominated for best paper award)</li> <li>Young Jin Lee, Yong Tan, and Kartik Hosanagar. <i>Do I Follow My Friends or the Crowd? Informational Cascades in Online Movie Rating</i></li> <li>Akhmed Umyarov and Alexander Tuzhilin. <i>Making Aggregate-Level Predictions in Recommender Systems Using Multi-Level Ratings</i></li> </ul> |
| 5:15p-6:15p                     | WITS feedback meeting (Sonoran H)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



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