

2017 Winter Conference on Business Analytics Program (Updated February 28)

March 2, Thur	Events (all held at in Primrose, Level C, Snowbird's Cliff Lodge: View Meeting Room Map)
4:30 – 7:30 pm	Dinner (Partially parallel with Sessions)
5:00 - 6:15 pm	<p>Session I System and Service Design Analytics (Chair: Olivia Sheng)</p> <ol style="list-style-type: none"> 1. Geospatial Analytics: Predicting Cost-effective Charging Infrastructure Locations and Service Levels. <i>Micha Tobias Kahlen, Stéphanie Florence Visser, Wolfgang Ketter, Thomas Y. Lee and Alok Gupta</i> 2. Exploring Dynamics of Real Worlds with Virtual Worlds: A Case of EV-enabled Parking Lots. <i>Jurica Babic, Arthur Carvalho, Wolfgang Ketter and Vedran Podobnik</i> 3. The Phishing Funnel Model: Predicting User Susceptibility to Phishing Websites. <i>Ahmed Abbasi, David Dobolyi, Mariam Zahedi and Tony Vance</i> 4. How to Ask and How to Respond: A Case Study on the Success of Customer Service Engagement on Twitter. <i>Yuheng Hu, Ali Tafti and David Gal</i>
6:15 – 6:30 pm	15 mins break
6:30 - 7:30 pm	<p>Session II Business Analytics I (Chair: Olivia Sheng)</p> <ol style="list-style-type: none"> 1. Electricity Demand Management based on Price Response of Heterogeneous Electric Vehicle Owners. <i>Konstantina Valogianni, Wolfgang Ketter, John Collins and Dmitry Zhdanov</i> 2. A Data-driven Framework for Extending Electric Vehicle Charging Infrastructure. <i>Dario Pevec, Martin A. Kayser, Jurica Babic, Arthur Carvalho, Yashar Ghiassi-Farrokhfal and Vedran Podobnik</i> 3. Workforce Management in Omnichannel Service Centers. <i>Noyan Ilk, Michael Brusco and Paulo Goes</i> 4. Improving Reliability Estimation for Individual Numeric Predictions: A Machine Learning Approach. <i>Gediminas Adomavicius and Yaqiong Wang</i> 5. AI for the Internet of Things in the Manufacturing Industry. <i>Niklas Goby, Stefan Feuerriegel and Dirk Neumann</i> 6. Does Mobile Improve Learning? An Empirical Analysis of Student Engagement and Academic Achievement in Massive Open Online Courses (MOOCs). <i>Sang Pil Han, Mi Hyun Lee, Sungho Park and Sunghoon Kim</i>

March 3, Friday	Events (all held at in Primrose, Level C, Snowbird's Cliff Lodge: View Meeting Room Map)
7:00 – 9:30 am	Breakfast (Partially parallel with Sessions)
7:30 – 9:00 am	Session III User Generated Content and Business Analytics (Chair: Xiao Liu)
	1. Interacting User Generated Content Technologies - How Q&As Affect Ratings & Reviews. <i>Shrabastee Banerjee, Chrysanthos Dellarocas and Georgios Zervas</i>
	2. Connecting Skills and Prestigious Occupations: Towards Understanding Career-building Trajectories. <i>Marios Kakkodis and Yoshihiko Suhara</i>
	3. Reputation and Contribution in Online Question-Answering Communities. <i>Theodoros Lappas and Chrysanthos Dellarocas</i>
	4. Finding Value Through Instance-based Data Collection in Citizen Science. <i>Roman Lukyanenko, Jeffrey Parsons and Yolanda Wiersma</i>
	5. Selecting a Compact and High-Quality Representative Review Set with Information Preservation. <i>Jiawei Chen, Hongyan Liu and Yinghui Yang</i>
9:00 – 9:15 am	15 mins break
9:15 - 10:30 am	Session IV Health Analytics (Chair: Xiao Liu)
	1. Healthcare Predictive Analytics for Risk Profiling in Chronic Care: A Bayesian Multitask Learning Approach. <i>Yu-Kai Lin, Hsinchun Chen, Randall Brown, Shu-Hsing Li and Hung-Jen Yang</i>
	2. Effective Treatments with Chronic Disease Management: Leveraging Patient Trajectories with Hidden Markov Models. <i>Michael Hörner, Stefan Feuerriegel, Dirk Neumann and Werner Vach</i>
	3. Machine Learning for Patient Triaging in Healthcare: An Investigation of Cascading Classifiers in Psychiatric Triaging. <i>Vivek Singh, Zachary Kazanski, Utkarsh Srivastava, Lina Bouayad, Balaji Padmanabhan and Anna Ialynytchev</i>
	4. A Novel Hybrid Approach for Handling of Missing Values. <i>Xinqi You and Maytal Saar-Tsechansky</i>
10:30 am	Optional Winter Sports Start

4:30 – 7:30 pm	Dinner (Partially parallel with Sessions)
5:00 – 6:15 pm	Session V Business Analytics and Experiments (Chair: Yang Wang)
	1. Engagement beyond Liking and Commenting: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. <i>Gediminas Adomavicius, Yuqing Ren and Mochen Yang</i>
	2. What’s a Hot-Vote Worth in Online Dating? Evidence from a Randomized Field Experiment. <i>Ravi Bapna, Jui Ramaprasad and Akhmed Umyarov</i>
	3. Review Dimensionality and Helpfulness: Evidence from a Supervised Topic Modeling, an Empirical Analysis, and a Randomized Experiment. <i>Jingjing Li, Yong Ge, Yili Hong and Amar Cheema</i>
	4. Solving an Ad Waste Dilemma in Programmatic Online Display Advertising: Results from a Large-Scale Randomized Field Experiment. <i>Bradley Fay, Ranjit Christopher, Sungho Park and Sang Pil Han</i>
6:15 – 6:30 pm	15 mins break
6:30 – 7:40 pm	Session VI Business Analytics II (Chair: Yuanyuan Gao)
	1. Mood Congruence or Mood Consistency? Examining Audience Mood State in Aggregated Twitter Sentiment Towards Event. <i>Yuheng Hu and Tingting Nian</i>
	2. Endogenizing the Customer: Impacts of Pre-Service and In-Service Waiting on Customer Behavior in Live-Chat Contact Centers. <i>Noyan Ilk and Guangzhi Shang</i>
	3. Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk. <i>Keong Tae Kim, Jooyoung Park, Yang Pan and Kunpeng Zhang</i>
	4. Corporate Disclosures, Twitter Sentiment and Trading Volume. <i>Ali Tafti, Alex King, Somnath Das, Kunpeng Zhang and Siddhartha Bhattacharyya</i>
	5. The Role of Information Avoidance in Financial Markets: How Investors Ignore Unwanted Information in Corporate Disclosures. <i>Nicolas Pröllochs, Stefan Feuerriegel and Dirk Neumann</i>
	6. Predicting Mortgage Default When Loan Data or Defaults are Sparse. <i>Mark Jensen</i>
	7. Detecting Discourse Communities. <i>Jeffrey Harwell</i>

March 4, Saturday	Event (all held at in Primrose, Level C, Snowbird's Cliff Lodge: View Meeting Room Map)
7:00 – 9:30 am	Breakfast (Partially parallel with Sessions)
7:30 – 8:45 am	Session VII Network Analytics (Chair: Yang Wang)
	1. Large-scale Social Media Targeting: The Contribution of Network Heterogeneity. <i>Yi Yang and Kunpeng Zhang</i>
	2. Data-Driven Network Tie Selection for Node Classification. <i>Tomer Geva and Inbal Yahav</i>
	3. Is Exercise Contagious? Peer Effects in a Global Health Behavior. <i>Sinan Aral and Christos Nicolaides</i>
	4. Predicting Decommitments in College Football Recruiting Using Social Network Data. <i>Kristina Bigsby, Jeffrey Ohlmann and Kang Zhao</i>
8:45 - 9:00 am	15 mins break
9:00 - 10:30 am	Session VIII Business Analytics III (Chair: Amin Morid)
	1. Differentiating the Impacts of Adoption and Use on Organizational Performance: The Case of Electronic Health Records. <i>Yu-Kai Lin, Mingfeng Lin and Hsinchun Chen</i>
	2. Just What the Doctor Ordered? Physician Mobility After the Adoption of Electronic Health Records. <i>Brad Greenwood, Kartik Krishna Ganju and Corey Angst</i>
	3. Implications of Fitness Tracking Apps for the Marketing Strategy of Specialty Bicycle Industry. <i>Rajeev Kumar</i>
	4. Impacts of Free App Promotion: A Case Study on Amazon Appstore. <i>Harshal Chaudhari and John Byers</i>
	5. Television Viewership Data and Presidential Election Outcomes: Results from 2012 and 2016. <i>Arash Barfar and Balaji Padmanabhan</i>
	6. Bias in Online Reviews: Variety and Atypicality in Online Gaming. <i>Pranay Jinna</i>
	7. Who Should I Trust? Measuring and Explaining Rating Discrepancies Between the Peanut Gallery and Professional Movie Critics. <i>Di Zhu, Theodoros Lappas and Chrysanthos Dellarocas</i>
	8. A Time-Based Dynamic Update Policy for Consolidated Database Systems. <i>Xinxue Qu and Zhengrui Jiang</i>
	9. A Network Analysis Approach to Predict Supply Chain Performance. <i>John Rios, Kang Zhao and Jennifer Blackurst</i>

10:30 am	Optional winter sports start
4:30 - 7:30 pm	Dinner (Partially parallel with Sessions)
5:00 - 6:00 pm	Session IX Markets and Marketing Analytics I (Chair: Vandana Ramachandran)
	1. Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Vehicle Purchase. <i>Jing Gong, Brad Greenwood and Yiping Song</i>
	2. Market Efficiency and Design in Electricity Markets integrating Renewable Energy: Theory and Simulation. <i>Derck Koolen, Liangfei Qiu, Wolfgang Ketter and Alok Gupta</i>
	3. The Spillover of Spotlight: Platform Recommendation in the Mobile App Market. <i>Chen Liang, Zhan Shi and Raghu T.S.</i>
6:00 – 6:10 pm	10 mins break
6:10 - 7:10 pm	Session X Markets and Marketing Analytics II (Chair: Vandana Ramachandran)
	1. Using Consumer Spending Paths to Predict Response to Mass and Customized Retailer Promotions: A Two Stage Functional Data Approach. <i>Utkarsh Shrivastava, Daniel Zantedeschi, Wolfgang Jank and Carrie Heilman</i>
	2. The Impact of TV Advertising on Consumers at Different Phases of the Customer Journey. <i>Shawndra Hill, Gordon Burtch and Michael Barto</i>
	3. A Picture is Worth a Thousand Words? Empirical Evidence Regarding the Visual Appeal of Product Images Based on Deep Learning. <i>Christof Naumzik, Stefan Feuerriegel and Dirk Neumann</i>
7:10 – 7:20 pm	Closing Remarks

Information for Presenter

- Each paper presentation in sessions I, III, IV, V, VII, IX and X should not be longer than 14 minutes.
- Each paper presentation in sessions II, VI, VIII should not be no longer than seven minutes.
- Please email your presentation in PPT or PDF format to winter@gkmc.utah.edu or bring it on your flash drive to the conference.
- Contact your session chair for questions or assistance with setting up your presentation.

Session	Chair Name and Email
I, II	Olivia Sheng (olivia.sheng@eccles.utah.edu)
III, IV	Xiao Liu (xiao.liu@eccles.utah.edu)
V, VII	Yang Wang (yang.wang@eccles.utah.edu)
VI	Yuanyuan Gao (yuanyuan.gao@eccles.utah.edu)
VIII	Amin Morid (amin.morid@utah.edu)
IX, X	Vandana Ramachandran (Vandana.ramachandran@eccles.utah.edu)