

**Workshop on Information Systems and Economics (WISE) 2022
Schedule and Program**

December 14-16, 2022, Copenhagen Business School, Denmark

Preliminary – Subject to Change

Co-Chairs

Vidyanand (VC) Choudhary	University of California, Irvine
Dokyun “DK” Lee	Boston University
Ting Li	Erasmus University
Min-Seok Pang	Temple University
Gal Oestreicher-Singer	Tel-Aviv University

Local Organizing Chair

Ioanna Constantiou	Copenhagen Business School
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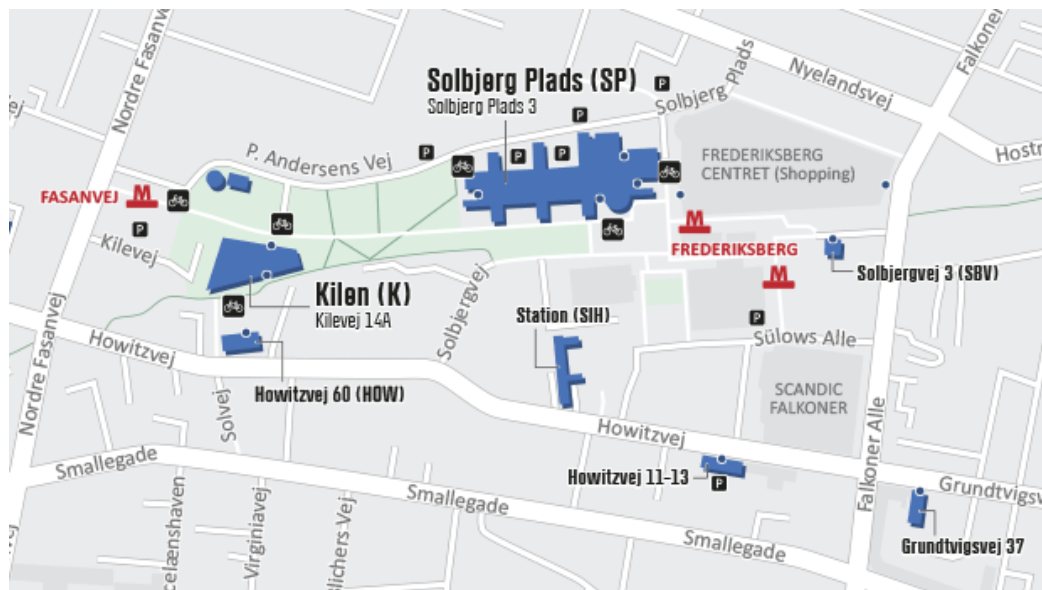
Sponsors

INFORMS Information Systems Society
Heinz School, Carnegie Mellon University
Fox School of Business, Temple University
Carlson School of Management, University of Minnesota
McCombs School of Business, University of Texas, Austin

Conference Venue

Solbjerg Plads, Copenhagen Business School

<https://www.cbs.dk/en/about-cbs/contact/maps>



<https://www.cbs.dk/en/about-cbs/contact/maps/solbjerg-plads-3>



Social Event Venue – Thursday, December 15

The Royal Danish Playhouse (Skuespilhuset)

Thursday, December 15, 7:00 – 10:00 PM

Sankt Annæ Plads 36, 1250 København K

<https://kgjteater.dk/en/visit-us/your-visit/transport-and-locations?section=27166>



Schedule at a GlanceWednesday, December 14

6:00 – 8:00 PM	Welcome Reception	Centertorvet
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Thursday, December 15

7:45 – 9:00 AM	WITS/WISE Women's Coffee	Room Ks84, Kilen Building <i>(Note: A different building)</i>
8:30 – 8:50 AM	Breakfast	Balcony, 2nd floor
8:50 – 9:00 AM	Welcome	Balcony, 2nd floor
9:00 – 10:20 AM	Presentation Sessions	
10:20 – 10:30 AM	Break	
10:30 – 11:50 AM	Presentation Sessions	
11:50 AM – 1:00 PM	Lunch	Balkonen & Rotunden
1:00 – 2:20 PM	Presentation Sessions	
2:20 – 2:30 PM	Coffee Break	Balcony, 2nd floor
2:30 – 3:50 PM	Presentation Sessions	
3:50 – 4:00 PM	Break	
4:00 – 5:20 PM	Presentation Sessions	
7:00 – 10:00 PM	Social Event	Royal Danish Playhouse

Friday, December 16

8:30 – 9:00 AM	Breakfast	Balcony, 2nd floor
9:00 – 10:20 AM	Presentation Sessions	
10:20 – 10:30 AM	Break	
10:30 – 11:50 AM	Presentation Sessions	
11:50 AM – 1:00 PM	Award Lunch	Balkonen & Rotunden
1:00 – 2:20 PM	Panel	
2:20 – 2:30 PM	Coffee Break	Balcony, 2nd floor
2:30 – 3:50 PM	Presentation Sessions	
3:50 – 4:00 PM	Break	
4:00 – 5:20 PM	Presentation Sessions	

Session Rooms

Thursday, December 15

- Track #1 – SPs05
- Track #2 – SP210
- Track #3 – SP216

Friday, December 16

- Track #1 – SPs05
- Track #2 – SPs10
- Track #3 – SPs16

Session Instructions

- Each session is 80 minutes long with four papers.
- A discussant also serves as a session chair.
- One paper for a discussant-led presentation (the last paper of each session)
- Three papers for open discussions
- Each paper has 12 minutes for presentation and 5 minutes for Q&A and discussion.
- The discussant has 5 minutes.

Wednesday, December 14

6:00 – 9:00 PM

Welcome Reception

Centertorvet

Thursday, December 15Thur, Dec 15, 7:45 – 9:00 AM

WITS/WISE Women's Coffee

Room Ks84, Kilen Building

(Note: *It will be in a different building from Solbjerg Plads.* See <https://www.cbs.dk/en/about-cbs/contact/maps>)Thur, Dec 15, 8:30 – 8:50 AM

Breakfast

Balcony, 2nd floor

Thur, Dec 15, 8:50 – 9:00 AM

Welcome

Balcony, 2nd floor

Thur, Dec 15, 9:00 – 10:20 AM

Track	#	Authors	Title	Note
Track #1 SPs05		Platform Economics 1	Chair and Discussant – Rodrigo Belo	
	20	Jan Kraemer, Marc Bourreau	Interoperability in Digital Markets: Boon or Bane for Market Contestability?	
	38	Haim Mendelson, Mingxi Zhu	Dynamic Information Acquisition in Online Lending	
	140	Hemant Bhargava	Digital Platform Addiction and Indirect Business Models	
	26	Lukas Jürgensmeier, Bernd Skiera	Measuring Fair Competition on Digital Platforms	Discuss
Track #2 SP210		E-Commerce 1	Chair and Discussant – Jenny Jin	
	13	Kai Zhu, Qiaoni Shi, Shrabastee Banerjee	Platform Monetization and Unintended Consequences for Digital Cultural Markets: Evidence from a Two-sided Market for Books	
	64	Matthias Hunold, Ulrich Laitenberger, Guillaume Thébaudin	Bye-box: An Analysis of Non-Promotion on the Amazon Marketplace	
	80	Sameer Borwankar, Rajiv Mukherjee, Karthik Kannan	To be or not to be Social? Socially Embedded Marketplace Design	
	51	Weiqing Zhang, Zekun Liu, Xiao Liu, Eitan Muller	Doubling Revenues by Adopting Livestream Shopping: A Synthetic DiD Approach	Discuss

Thur, Dec 15, 10:20 – 10:30 AM

Break

Thur, Dec 15, 10:30 – 11:50 AM

Track	#	Authors	Title	Note
Track #1 SPs05		Platform Economics 2	Chair and Discussant – Chris Parker	
	67	Emma van Inwegen, Apostolos Filippas, John Horton	The Experimental Imposition of a Worker Level Minimum Wage: Evidence from an Online Platform	
	135	Gorkem Turgut Ozer, Anand Gopal	Does AI Help in “Getting the Picture”? – On Comparing the Effectiveness of Algorithms and Craftsmen in Helping Search and Discovery on Craft Platforms	
	154	Jie Song, Miaoze Han, Siqi Pei, Xiaoquan Zhang, Feng Zhu	The Blessing of High Price: A Field Experiment on E-Commerce Platform	
	37	Yash Babar, Ali Mahdavi Adeli, Gordon Burtch	The Effects of Online Social Identity Signals on Retailer Demand	Discuss
Track #2 SP210		E-Commerce 2	Chair and Discussant – Xitong Li	
	99	Yan Leng, Ashish Agarwal	Identifying Business Influence Network using Mobile Data	
	137	Jaeung Sim, Dongwon Lee, Yeolib Kim, Jiye Baek	Goal-Setting for On-Demand Learning: A Field Experiment	
	149	Zizheng Liu, Xinxin Li, Dengpan Liu	Shooting Itself in the Foot or Fighting Fire with Fire? An Economic Analysis of Built-in Ad Blockers	Best Student Paper Nominee
	54	Yan Leng, Tianshu Sun	Algorithm-defined Data Network Effect: Simulated and Field Experiments	Discuss
Track #3 SP216		Finance	Chair and Discussant – Dominik Gutt	
	85	Joy Wu	Secondary Market Monetization and Willingness-to-Share Personal Data	
	141	Kyeongbin Kim, Daniel McCarthy, Dokyun Dk Lee	Deep Learning Methods for Customer Base Analysis: Evidence from 1,000 Companies	
	179	Bin Gu, Mei Xue, Yongjie Zhang, Zuochao Zhang	The Effects of News Creation and Re-distribution on Information Efficiency of the Stock Market	
	113	Chen Jin, Bowen Lou, Liangfei Qiu, Jiding Zhang	Towards Understanding the Bitcoin Mining and Exchange Markets	Discuss

Thur, Dec 15, 11:50 AM – 1:00 PM

Lunch

Balkonen & Rotunden

Thur, Dec 15, 1:00 – 2:20 PM

Track	#	Authors	Title	Note
Track #1 SPs05		Platform Economics 3	Chair and Discussant – Sezgin Ayabakan	
	101	Eric Overby, Adi Pattabhiramaiah, Vamsi Kanuri	So You've Reached Your Free Article Limit: An Empirical Analysis of Newspaper Paywall Circumvention	
	142	Sarah Bana, Kevin Boudreau	Behavioral Responses to Algorithmic Matching: Experimental Evidence from an Online Job Platform	
	175	Zhou Zhou, Marshall Van Alstyne, Georgios Petropoulos	Big Tech Platform Mergers and Market Entry	
	182	Ziyi Cao, Jinan Lin, Tingting Nian, Yili Hong	Impacts of Platform Merger on Customers and Restaurants: Evidence from Online Food Delivery Platforms	Discuss
Track #2 SP210		Regulatory Impacts	Chair and Discussant – TBA	
	66	Shanshan Quan, Eric Zheng, Mingzheng Wang	Data-Driven Price Discrimination, Regulation and Firm Compliance: The Case of a Large E- Retailing Platform in China	
	146	Wanci Yuan, Gen Li, Jing Wang, Kai-Lung Hui	IP Region Disclosure and Knowledge Contribution: Evidence from a Natural Experiment	
	195	Donghwa Bae, Raveesh Mayya, Tingting Nian	Privacy Regulation and Its Unintended Consequence on Consumption Behaviors: Evidence From CCPA	
	16	Michail Batikas, Yi Liu, Milan Miric, Hakan Ozalp	Impact of Privacy Regulation on Experimentation and Innovation	Discuss
Track #3 SP216		Platform Ecosystems	Chair and Discussant – Sagit Bar-Gill	
	9	Ravi Bapna, Gordon Burtch	To TikTok or to Hoop? The Impact of NCAA's Name, Image, and Likeness (NIL) Policy on Students' Athletic Performance	
	164	Eric Zhou, Xiang Hui, Dokyun Lee	Virtue Signaling Via Image in Second-Hand Markets: Evidence from the GPU Market	Best Student Paper Nominee
	221	Ramnath Chellappa, Jonathan Gomez Martinez, Gordon Burtch	Apple's Intelligent Tracking Prevention (ITP) Policy: cui bono	
	139	Peiyan Yu, Raveesh Mayya, Anindya Ghose	Do non-monetary virtual gifts enhance or diminish voluntary paid gifts? Evidence from a video game live streaming platform	Discuss / Best Student Paper Nominee

Thur, Dec 15, 2:20 – 2:30 PM

Coffee Break

Balcony, 2nd floor

Thur, Dec 15, 2:30 – 3:50 PM

Track	#	Authors	Title	Note
Track #1		Nudging and Decision-Making	Chair and Discussant – Hilah Levin	
SPs05	170	Onur Altintas, Abraham Seidmann, Bin Gu	The Effect of Interpretable Artificial Intelligence on Managerial Decision Making under Uncertainty	
	200	Hamsa Bastani, Osbert Bastani, Park Sinchaisri	Improving Human Decision-Making with Machine Learning	Best Paper Nominee
	225	Haris Krijestorac, Rajiv Garg, Vijay Mahajan	Machine-Based Voice Personalization: The Role of Acoustic Vocal Characteristics in Consumer Decisions	
	24	Kevin Bösch, Oliver Müller, Markus Weinmann, Rodrigo Belo	The Effect of Loss-Gain Framed Messages on App-based Retirement Savings Decisions	Discuss / Best Paper Nominee
Track #2		Blockchain and Fintech	Chair and Discussant – Yixin Lu	
SP210	42	Ioannis Filippou, Kanellopoulos, Dominik Gutt, Ting Li	Do Non-Fungible Tokens (NFTs) Affect Prices of Physical Products? Evidence from Trading Card Collectibles	Best Student Paper Nominee
	144	Chewei Liu, Yanzhen Chen	Alert for Alerts: How Investment Price Tracking Alerts Affect Retail Investors	
	232	Rubing Li, Arun Sundararajan	Of Bored Apes and CryptoPunks: How Rarity, Market Power and Cryptocurrency Exchange Rates Shape NFT Pricing	
	32	Hanna Halaburda, Daniel Obermeier	Competition in a Market for Transactions: The Effect of Ethereum's Gas Price Mechanism on Complement Heterogeneity	Discuss / Best Paper Nominee
Track #3		AI and Innovation	Chair and Discussant – Sebastian Steffen	
SP216	116	Timo Phillip Böttcher, Emily Vu, Jörg Weking, Andreas Hein, Helmut Krcmar	The Strategic Use of AI Value Creation	
	118	Xiaoning Wang, Lynn Wu	Artificial Intelligence, Lean Method, and Startup Product Scaling	
	158	Nakyung Kyung, Yun Young Hur, Jason Chan	Examining the Value of AI Humanoid Service Robots: Evidence from the Retail Industry	
	52	Bowen Lou, Xinyu Ma and Lynn Wu	Artificial Intelligence, CEO Turnover, and Directional Change in Firm Innovation	Discuss / Best

Paper
NomineeThur, Dec 15, 3:50 – 4:00 PM

Break

Thur, Dec 15, 4:00 – 5:20 PM

Track	#	Authors	Title	Note
Track #1 SPs05		Social Media	Chair and Discussant – Tobias Kircher	
	145	Miguel Godinho de Matos, Samir Mamadehussene, Pedro Ferreira	When Minus is More: Content Release Strategies for Subscription Video on Demand	
	157	Weilong Wang, Yipu Deng, Yixuan Liu, Yu Xia	Virtual or Reality? Estimate the Impact of Immersive Features on Mobile Games	
	151	Iris Somech, Shachar Reichman, Gal Oestreicher-Singer	Does Video Increase App Downloads? Randomized Field and Lab Experiments Exploring Video Effects in Mobile Settings	
	71	Saharsh Agarwal, Uttara Ananthkrishnan, Catherine Tucker	Deplatforming a Social Media Platform	Discuss
Track #2 SP210		Misinformation and Altruism	Chair and Discussant – Dainis Zegners	
	133	Andreas Blicher, Rob Gleasure, Ioanna Constantiou, Jesper Clement	Getting to Grips with Online Altruism by Combining Quasi-Experiments and Controlled Experiments	
	156	Shiva Shekhar, Antoine Dubus, David Ronayne, Hemant Bhargava	The strategic value of data altruism	
	198	Wajeeha Ahmad, Ananya Sen, Erik Brynjolfsson, Charles Eesley	The impact of financing misinformation on exit and voice: Experimental evidence from information interventions	
	103	Christina Jeong, Jason Chan, Alok Gupta	Why Do People Share Fake News: The Role of Association and Involvement	Discuss
Track #3 SP216		AI and Labor Economics	Chair and Discussant – Brad Greenwood	
	134	Haoyuan Liu, Wen Wen, Ashish Agarwal, Andrew Whinston	The Implications of Artificial Intelligence Feedback for Worker Productivity	
	153	Prasanna Parasurama, Panos Ipeirotis	Hiring with Algorithmic Fairness Constraints: Theory and Empirics	
	208	Emma van Inwegen, Zanele Munyikwa, John J Horton	Algorithmic Resume Polish Increases Hires	

194	Erik Brynjolfsson, Georgios Petropoulos, Daniel Rock	Implications of Machine Learning for Labor Markets: Evidence from Europe	Discuss / Best Paper Nominee
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Thur, Dec 15, 7:00 – 10:00 PM

Social Event

The Royal Danish Playhouse

Friday, December 16

Fri, Dec 16, 8:30 – 9:00 AM

Breakfast

Balcony, 2nd floor

Fri, Dec 16, 9:00 – 10:20 AM

Track	#	Authors	Title	Note
Track		Sustainability 1	Chair and Discussant – Lior Zalmanson	
#1	36	Chewei Liu, Wang Jin	The Impact of Trump's Immigration Policies on the Labor Market of IT Professional	
SPs05	43	Hongqiao Chen, Ying-Ju Chen, Yang Li, Xiaoquan Michael Zhang, Sean Xu	Digital Goods Reselling: Implications on Cannibalization and Price Discrimination	
	172	Jianqing Chen, Weijun Zeng	Voluntary Technology Sharing to Rivals	
	69	Abdullah Alhauili, Wedad Elmaghraby, Anandasivam Gopal	Doubling Down on Cannibalization for Greener Environment: The Use of Green Nudges in Used Mobile Phone Markets	Discuss
Track		Global IT	Chair and Discussant – TBA	
#2	57	Poonacha Medappa, Murat Tunc, Xitong Li	Where Does the Money Go? Impact of Sponsorship-Based Funding on Contribution Behaviour in Knowledge-Sharing Platforms	
SPs10	107	Jiyong Park	Hiding Carbon Footprint in the Cloud: Cloud Migration, Corporate Carbon Disclosure, and Environmental Performance	
	124	Zherui Yang, Aaron Cheng, Ting Li	Digital Migration and Customer Consent After GDPR: Field Evidence from Digital Laggards	
	131	Jisun Yu, Kunsoo Han, Chewei Liu, Sunil Mithas	Firm-Specific Advantages, Global Expansion and Production Costs: The Role of Information Technology in Global Operations of Multinational Enterprises	Discuss
Track		AI and Data	Chair and Discussant – TBA	

#3 SPs16	79	Zhe Yuan, Tianshu Sun, Yitong Wang	The Value of Firm Data for SME Growth: A Natural Experiment on Democratizing Data Analytics Product in E-commerce	
	166	Ananya Sen, Yixing Chen, Xiaoxia Lei	The Value of External Data in Search Suggestions: Evidence from a Large-Scale Field Experiment	
	227	Anna Taudien, Andreas Fügener, Alok Gupta, Wolfgang Ketter	The Role of Human Versus System Certainty for Delegation to AI	
	167	Cristobal Cheyre, Benjamin Leyden, Sagar Baviskar, Alessandro Acquisti	The Impact of Apple Tracking Transparency Framework on the App Ecosystem	Discuss

Fri, Dec 16, 10:20 – 10:30 AM

Break

Fri, Dec 16, 10:30 – 11:50 AM

Track	#	Authors	Title	Note
Track #1 SPs05		Sustainability 2	Chair and Discussant – Aaron Cheng	
	59	Hyeonsik Shin, Leila Hosseini, Subodha Kumar	Solving the Social Dilemma with Equilibrium Data Harvesting Strategies: A Game-Theoretic Approach	
	203	Jenny Rhee, Xiao Liu, Tan Lekwijit, Pei-Yu Chen	Toward Equitable Care Access: The Impact of Telehealth Adoption in Safety-Net Health Centers	
	192	Sanghwa Kim, Michael Trusov, P.K. Kannan	The Impact of Air Pollution on Consumer Spending	Discuss
Track #2 SPs10		Advertising	Chair and Discussant – Jack Tong	
	123	Francesco Balocco, Yixin Lu	Why do Ad Exchanges Switch from Second-to-First-Price Auctions?	
	143	Hyunkyung Lee, Vilma Todri	Blocking Ad-blocking Technologies: Protecting the Business Model that Drives the Internet Economy	
	187	Zijun Ding, Yue Wu, Alessandro Acquisti	Regulation of Targeted Advertising: Profit Implications for Ad Intermediaries and Publishers	
	177	Martin Quinn, Pedro Ferreira, Christian Peukert, Miguel Godinho de Matos	The Returns to Targeting: Evidence from a Field Experiment	Discuss
Track #3 SPs16		Misinformation and Negative Externalities	Chair and Discussant – Edward McFowland III	
	10	Ted Matherly, Brad Greenwood	No News is Bad News: Corruption and the Decline of the Fourth Estate	

31	Yoonseock Son, Kaitlin Wowak, Corey Angst	Does Greater Visibility Benefit Minority Businesses? Evidence from an Online Restaurant Review Platform	
75	Théo Marquis, Nicolas Soulié	Online Popularity, Fake Followers and Soccer Players' Value	
193	Jiding Zhang, Ken Moon, Senthil Veeraraghavan	Does Fake News Create Echo Chambers?	Discuss / Best Paper Nominee

Fri, Dec 16, 11:50 AM – 1:00 PM

Lunch

Balkonen & Rotunden

Fri, Dec 16, 1:00 – 2:20 PM

Panel

Location – TBA

Fri, Dec 16, 2:20 – 2:30 PM

Coffee Break

Balcony, 2nd floor

Fri, Dec 16, 2:30 – 3:50 PM

Track	#	Authors	Title	Note
Track #1 SPs05		Influencer Economics	Chair and Discussant – Jui Ramaprasad	
	7	Liron Spivak, Sagit Bar-Gill, Gal Oestreicher-Singer	Can anyone be a Micro-Influencer? The Impact of Perceived Influence on Online Content Exploration and Sharing	Best Paper Nominee
	14	Jens Förderer, Dominik Gutt	Peer Effects of Star Turnovers on Multi-Sided Content Platforms: Evidence from Ninja	
	210	Sinan Aral, Seth Benzell, Avinash Collis, Christos Nicolaides	Measuring Social Media Network Effects Across Platforms: Evidence from online choice experiments	
	2	Maximilian Beichert, Andreas Bayerl, Jacob Goldenberg, Andreas Lanz	The Interplay of Influencer Status and Intimacy in Generating Sales: Evidence from Secondary Data and Three Field Experiments	Discuss / Best Student Paper Nominee
Track #2 SPs10		Responsible AI	Chair – TBA	
	117	Di Yuan, Manmohan Aseri, Narayan Ramasubbu	Backfiring AI? Examining AI Deployment in Pay-For-Performance Regimes	

132	Yotam Liel, Lior Zalmanson	Turning Off Your Better Judgement - Conformity to Erroneous Algorithmic Recommendations
211	Ruiqi Rich Zhu, Cheng He, Yu Jeffrey Hu	The Dark Side of Algorithms: How Do Recommender Systems Influence Online Investor Behaviors?

Fri, Dec 16, 3:50 – 4:00 PM

Break

Fri, Dec 16, 4:00 – 5:20 PM

Track	#	Authors	Title	Note
Track #1		Transportation and Apps	Chair and Discussant – Sophia Bapna	
SPs05	47	Yi Gao, Hong Guo, Dengpan Liu, De Liu, Xuying Zhao	Microtasking Design for Self-Improvement Apps: A Present Bias Perspective	
	111	Xiaoxiao Wang, Yingjie Zhang, Jinyang Zheng	Distraction or Engagement? An Empirical Analysis of California Autonomous Vehicle Testing on Traffic Conditions	
	197	Sung Hyun Kwon, Il-Horn Hann	Exploration, Exploitation, Or Both? How Content Creators Aid Content Discovery On Social Media Live Streaming	
	206	Kyunghee Lee, Qianran Jenny Jin, Animesh, Jui Ramaprasad	Equalizing access: The effects of ride-sourcing technology on spatial inequality	Discuss
Track #2		Pricing and Competition	Chair and Discussant – Lauren Rhue	
SPs10	98	Qiaochu Wang, Yan Huang, Param Singh	Algorithms, Artificial Intelligence and Simple Rule Based Pricing	
	102	Vibhanshu Abhishek, Vidyanand Choudhary, Xiaoyi Gao	Can Franchising Mitigate Counterfeiting on Online Marketplaces?	Best Paper Nominee
	224	Xinyi Zhang, Khim-Yong Goh, Chenshuo Sun	Economics of AI Pricing Agents on Online Retail Platforms: an Agency Theory Perspective	
	231	Brett Danaher, Jesse Newby, Koushyar Rajavi	Using Price to Compete with Piracy: Evidence from a Price Shock	Discuss