

**DAY ZERO: Friday, April 5, 2013**

**Best Western Plus Cimarron Hotel & Suites**  
 315 N Husband Street, Stillwater, Oklahoma, 74075

<i>TIME</i>	
5:00 - 7:00 pm	Registration: Lobby, Best Western Plus Cimarron Hotel & Suites
6:00 – 8:00 pm	Reception: Chaparral Room, Best Western Plus Cimarron Hotel & Suites

**DAY ONE: Saturday, April 6, 2013**

**Wes Watkins Center**  
 207 Wes Watkins Center Stillwater, OK 74078

<i>TIME</i>	<i>Room: 108 WWC</i>	<i>Room: 109 WWC</i>
7:30 – 8:30 am	<b>REGISTRATION AND BREAKFAST (Foyer of WWC)</b>	
8:30 – 8:45 am	Symposium Co-chairs Welcome Opening Remarks ( <b>101 WWC</b> ): Dean Larry Crosby	
8:45 – 9:30 am	<b>Keynote Address – (101 WWC)</b> Professor Joey George, The John D. DeVries Endowed Chair in Business SCIS Department, College of Business, Iowa State University  <b>Topic:</b> “Culture, Media, and Deception Detection: A Global Study.”	
9:30 – 9:45 am	<b>COFFEE BREAK</b>	
9:45 – 12:15	<b>1A: e-Commerce &amp; e-Government</b> Session Chair: <i>Nick Lockwood, MST</i>  <i>Managing Identity Displays through Website Design: Insights from a Hermeneutic Study</i> <i>Amber Young, U. of Oklahoma</i> Discussants: <i>Fiona Nah &amp; Roger McHaney</i>	<b>1B: Technology Adoption &amp; Success</b> Session Chair: <i>Andrew Chen</i>  <i>Consumer Adoption of Health Information Technology: A study in the context of mobile health applications</i> <i>Sankara Srinivasan, U. of Arkansas</i> Discussants: <i>Keng Siau &amp; Donald Jones</i>

**DAY ONE: Saturday, April 6, 2013**

**Wes Watkins Center**  
207 Wes Watkins Center Stillwater, OK 74078

<b>TIME</b>	<b>Room: 108 WWC</b>	<b>Room: 109 WWC</b>
	<p><i>Shopping Alone Online vs. Co-Browsing: A Physiological and Perceptual Comparison</i> Ceren Topaloglu, Missouri U. of S&amp;T Discussant: Alexandra Durcikova Non-attending reviewer: Mike Chilton</p> <p><i>ICT: The General Purpose Driver of Cultural Globalization</i> Mohammad Salehan, U. of North Texas Discussants: Nick Lockwood &amp; Fiona Nah</p>	<p><i>Unleashing the Power of mCRM: Investigating the Antecedents of Mobile CRM Success in Business</i> Arash Negahban, U. of North Texas Discussants: Andrew Chen &amp; Daniel Chen</p> <p><i>The Blocking Effect of Preconceived Bias</i> Andy Luse, Iowa State U. Discussant: Glenn Browne Non-attending reviewer: Dan Kim</p> <p><i>The Role of Content and Motivation on Mobile Technology Adoption</i> Vess Johnson &amp; Russell Torres, U. of North Texas Discussants: Fred Davis &amp; Glenn Browne</p>
12:15 – 1:45 pm	<b>LUNCH (209 WWC)</b>	
1:45 – 2:45 pm	Ashish Gupta - Virtual Worlds and Cognition in Healthcare: Research Opportunities	
2:45 – 3:00 pm	<b>COFFEE BREAK</b>	
3:00 – 5:00 pm	<p><b>2A: Social Media</b> Session Chair: Roger McHaney</p> <p><i>When Stuff Happens: A Narrative Theory Perspective on Moderator Intervention in Brand Communities</i> Jama Summers, U. of Oklahoma Discussants: David Biroš &amp; Andy Luse</p> <p><i>Modeling brand post popularity dynamics in online social networks</i> Amir Hassan Zadeh, Oklahoma State U. Discussants: Roger McHaney &amp; Shaila Miranda</p> <p><i>Buffeting the Technical Core: Entraining Contention to Innovation in the Social Media Era</i> Inchan Kim, U. of Oklahoma Discussants: Nic Dalal &amp; Andrew Chen</p>	<p><b>2B: Cyber Security &amp; Information Control</b> Session Chair: Matt Jensen</p> <p><i>Review of IS policy compliance: Toward an Insider Threat Mitigation (ITM) Theory</i> Puzant Balozian, Baylor U. Discussants: Merrill Warkentin &amp; Matt Jensen</p> <p><i>Evaluating Organizational Impression Management Tactics During IT Failures</i> Jason Triche, Texas Tech U. Discussants: Alexandra Durcikova Non-attending Reviewer: Dan Kim</p> <p><i>Friends or Foes: Cyberbullying in Social Network Sites</i> Sixuan Zhang, Baylor U. Discussants: Jason Nichols &amp; JinKyu Lee</p>
6:00-9:30 pm	<b>Symposium Dinner:</b> Stillwater Country Club	

**DAY ONE: Saturday, April 6, 2013**

**Wes Watkins Center**  
207 Wes Watkins Center Stillwater, OK 74078

<b>TIME</b>	<b>Room: 108 WWC</b>	<b>Room: 109 WWC</b>
	5215 W. Country Club Drive, Stillwater, OK 74074 Shuttle buses will leave from Cimarron Hotel at 5:30pm.	

**DAY TWO: Sunday, April 7, 2012**

<i>TIME</i>	<i>Room: 108 WWC</i>	<i>Room: 109 WWC</i>
7:30 – 8:30 am	<b>BREAKFAST (Foyer of WWC)</b>	
8:30 – 9:45 am	<b>ACADEMIC PANEL</b> <b>Topic: Emerging Topics in MIS Research</b> <b>Panelists:</b> Joey George (Iowa State Univ); Sirkka Jarvenpaa (UT Austin); Dorothy Leidner (Baylor); Fred Davis (Univ of Arkansas); Merrill Warkentin (Miss State Univ) <b>Moderator:</b> Ramesh Sharda (Oklahoma State University)	
9:45 – 10:00am	<b>COFFEE BREAK</b>	
10:00 am – 12:15 pm	<b>3A: IT Management &amp; Strategy</b> Session Chair: <i>Daniel Chen</i>  <i>To Commit or Not: Role of Intensity of Competition and Reputation on Preemption Strategies in Competing Technology Networks</i> <i>Rajiv Mukherjee, U. of Texas at Austin</i> Discussants: <i>David Preston</i>  <i>Middle Management Involvement in, Awareness of, and Satisfaction with, Information Systems Strategy</i> <i>Michael Milovich, Baylor U.</i> Discussants: <i>David Preston</i> Non-attending Reviewer: <i>Mike Chilton</i>  <i>An Evidence-Based Analysis for Liver Transplants: Insights for Organ Allocation Policy</i> <i>Yuanfeng Cai, Iowa State U.</i> Discussants: <i>Mehmet Ayyaci &amp; Donald Jones</i>  <i>Predicting Injury Recovery Time in Collegiate Football: A Data Mining Approach</i> <i>Daniel Asamoah, Oklahoma State U.</i> Discussants: <i>Asish Gupta &amp; Keng Siau</i>	<b>3B: Design Considerations</b> Session Chair: <i>Jianqing Chen</i>  <i>Feedback and Incentives in Crowdsourcing Contests: An Empirical Analysis</i> <i>Jiahui Mo, U. of Texas at Dallas</i> Discussants: <i>Shaila Miranda &amp; Ali Amiri</i>  <i>Dynamic Vehicle Route Guidance with Anticipatory Optimization – A MapReduce Approach</i> <i>Hao Su, Texas Tech U.</i> Discussants: <i>Jianqing Chen &amp; Dursun Delen</i>  <i>The Design of Feature-limited Evaluation Software</i> <i>Jyotishka Ray, U. of Texas at Dallas</i> Discussants: <i>Ali Amiri</i>  <i>The Impact of IT-enabled Manufacturing Process Capabilities on Plant Profitability: New Models and Evidence</i> <i>Sezgin Ayabakan, U. of Texas at Dallas</i> Discussants: <i>Nic Dalal</i> Non-attending Reviewer: <i>David Ho</i>
12:15-12:30 pm	<b>SYMPOSIUM CLOSING REMARKS:</b> Dave Biro, Jinkyu Lee, and Ramesh Sharda	
12:15 pm – 1:30 pm	<b>BOXED LUNCH (Foyer of WWC)</b>	