



## Program at A Glance

July 9, 2010 (Friday)		
13:00-	<b>Registration</b>	
13:30-16:30	<b>Tutorial TI: The Design Science Research Method</b> <b>Tutorial TII: Case Study Method</b> <b>Tutorial TIII: Operationalizing Theoretical Sampling within A Grounded Theory Research</b>	Room 5 (4F) Room 6 (4F) Room 7 (4F)
18:30-20:30	Welcome Reception	Noble House (1F)

(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-	<b>Registration</b>	
08:30-08:50	<b>Opening Ceremony</b>	Ball Room (3F)
08:50-09:40	<b>Keynote Speech I</b> "The Future of Academic MIS" by Dr. Joey F. George, Florida State University, USA	Ball Room (3F)
09:40-10:00	Coffee Break	
10:00-10:50	<b>Keynote Speech II</b> "Opportunities and Challenges of Cloud Computing" by Dr. Yen-Sung Lee, Chunghwa Telecom, Taiwan	Ball Room (3F)
11:00-11:50	<b>Keynote Speech III</b> "Why Top Journals Accept Your Paper" by Dr. Detmar Straub, Georgia State University, USA	Ball Room (3F)
11:50-13:20	Lunch	
13:20-14:50	<b>Panel I: Knowledge Management Research: Opportunities and Future Trends</b> 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)	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)
14:50-15:10	Coffee Break	
15:10-16:40	<b>Panel II: Meeting with Journal Editors</b> 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)	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)

18:30-20:30	<b>Conference Banquet</b>	The Grand Hotel
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<b>July 11, 2010 (Sunday)</b>		
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07:00-08:20	<b>PACIS Executive Committee Meeting</b>	Brasserie (1F)
08:00-08:30	<b>Registration</b>	
08:30-10:00	Session S13: General Track (I) Session S14: Human Behavior and IT/IS (II) Session S15: Economics of IS Session S16: IT/IS in Healthcare (II) Session S17: Knowledge Management Session S18: IT/IS Project Management Poster Session 1	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)
10:00-10:20	<b>Coffee Break</b>	
10:20-11:50	<b>Panel III: Cross Cultural Research in Information Systems</b> Session S19: Global IT/IS Management (II) Session S20: Electronic Commerce and Mobile Commerce (II) Session S21: Human Computer Interaction (I) Session S22: Web 2.0, Social Computing and Data Mining (II) Session S23: Social and Organizational Aspects of IS (II) Poster Session 2	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)
11:50-13:20	<b>Lunch</b>	Brasserie (1F)
13:20-14:50	Session S24: Human Behavior and IT/IS (III) Session S25: IT/IS Leadership, Strategy and Governance (II) Session S26: IT Adoption and Diffusion (II) Session S27: Electronic Commerce and Mobile Commerce (III) Session S28: General Track (II) Session S29: Service Science in IS Research (II) Poster Session 3	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)
14:50-15:10	<b>Coffee Break</b>	
15:10-16:40	Session S30: IT/IS and Design Science (II) Session S31: Human Computer Interaction (II) Session S32: Information Systems Security and Privacy (II) Session S33: Web 2.0, Social Computing and Data Mining (III) Session S34: Social and Organizational Aspects of IS (III) Session S35: Knowledge Management and Business Intelligence Poster Session 4	Room 1 (4F) Room 2 (4F) Room 5 (4F) Room 6 (4F) Room 7 (4F) Room 8 (4F) Room 10 (4F)

<b>July 12, 2010 (Monday)</b>		
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8:30-	Local cultural tour (Assembling Place: Lobby, Grand Formosa Hotel)	
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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*

**Panel III: Cross Cultural Research in Information Systems** (10:20-11:50, July 11)

**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, Geoffery 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  
*Haiqing 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

The Challenge of Energy Management – Status-Quo and Perspectives for Reference Models  
*Hannes Schlieter, Martin Jührisch, 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 S11: Information Systems Security and Privacy (I)** (15:10-16:40, July 10)

**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 Jührisch*

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 Frieß, 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 Fieft*

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 S.J. 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 Priffling*

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 S20: Electronic Commerce and Mobile Commerce (II)** (10:20-11:50, July 11)

**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 S21: Human Computer Interaction (I)** (10:20-11:50, July 11)

**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 S22: Web 2.0, Social Computing and Data Mining (II)** (10:20-11:50, July 11)

**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, Phoommhiphat 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 S27: Electronic Commerce and Mobile Commerce (III)** (13:20-14:50, July 11)

**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

*Noraizah 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 S31: Human Computer Interaction (II)** (15:10-16:40, July 11)

**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 S32: Information Systems Security and Privacy (II)** (15:10-16:40, July 11)

**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*

## 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  
*Putsadee 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*

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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 Fieft, 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, Shahriar 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*

# 14th PACIS 2010

Pacific Asia Conference on Information Systems  
July 9-12, 2010, Taipei, Taiwan



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