

The 18th Annual Big XII+ MIS Research Symposium | April 2 & 3, 2022

Friday, Apr 1 Hotel Check-in | Hilton Hotel (UH), 4450 University Dr., Houston, TX 77204

Saturday, Apr 2 C. T. Bauer College of Business (Classroom & Business Building CBB a.k.a. Insperity)

7:30 – 8:30 am Symposium Check-In & Breakfast (registered only) | CBB 408

8:25 am Symposium Welcome & Introduction | CBB 408

Ramesh Sharda, Symposium Co-founder, Vice Dean, Spears School of Business, Oklahoma State

8:30 – 8:45 am Opening Remarks – Paul Pavlou, Dean, C. T. Bauer College of Business, U. of Houston | CBB 408

8:45 – 9:30 am Keynote Address Computational Research in IS: Challenges and Opportunities | CBB 408

Alok Gupta, Senior Associate Dean, Carlson School of Management, U. of Minnesota

9:30 – 11:50 am 1A: Technology Design Issues | CBB 410

Session Chair: Hansol Lee (Texas Tech)

To Be or Not To Be: Credibility of Virtual Influencers from Design Stimulus, Knowledge Cues, and User Disposition

Samia Cornelius (Baylor)

Discussant: Andrew Chen (U. of Kansas)

Deconstructing the Virtual Self through an Analysis of Online Discourse

Sunny Whang (U. of Oklahoma)

Discussant: Jordana George (Texas A&M)

Reliance on Virtual Assistants: The Impact of Perceived Anthropomorphism

Hansol Lee (Texas Tech)

Discussant: Saman Bina (Baylor)

1B: Artificial Intelligence & Biases | CBB 412

Session Chair: Anoop Mishra (U. of Nebraska at Omaha)

A Machine Learning-based Framework towards Assessment of Labelers' Biases

Wanxue Dong, Maria De Arteaga, Maytal Saar-Tsechansky (UT-Austin)

Discussant: T. (Ravi) Ravichandran (RPI)

Finding a Way to Address Historical Loan Inequalities with Better AI

Wenwen Ding, Tracy Ann Sykes (U. of Arkansas)

Discussant: Alaa Nehme (Mississippi State)

How Individual Moral Foundation Influence Artificial Intelligence Anxiety?

Elora Das (Texas Tech)

Discussant: Wynne Chin (U. of Houston)

Perceived Fairness from User's and Developer's Perspective in Machine Learning Systems

Anoop Mishra (U. of Nebraska at Omaha)

Discussant: Jinghui (Jove) Hou (U. of Houston)

11:50 am – 1:20 pm Lunch Texas "Backyard" BBQ (registered only) | CBB 328

1:20 – 2:30 pm 2A: Digital Affordances | CBB 410

Session Chair: Ilkay "Nehir" Tanyel (U. of Cincinnati)

Digital Capability: Affordances of Digital Technologies to Organizations

Andy Xing (U. of Oklahoma)

Discussant: Donald Jones (Texas Tech)

How Social Media Platforms and Their Affordances Drive Affective Political Polarization?

Ilkay "Nehir" Tanyel, Jaime Windeler (U. of Cincinnati)

Discussant: Bryan Hammer (Oklahoma State)

2B: Trust & Text Mining | CBB 412

Session Chair: Jack Luu (U. of Cincinnati)

Applying Text Mining to Understand Cryptocurrency Rewards of Users on Blockchain Online Social Media

Tong Wu (Baylor)

Discussant: Hongchang Wang (UT-Dallas)

Would You Take a Ride from a Stranger? How Information Communication Technologies Influence Trust-based Decisions?

Jack Luu (U. of Cincinnati), Andrew Harrison (U. of Cincinnati), Akmal Mirsadikov (Wichita State)

Discussant: Kevin Scheibe (Iowa State)

2:30 – 2:45 pm Networking Break | CBB 408

2:45 – 4:30 pm 3A: Social Influence | CBB 410

Session Chair: Zhuoran Jiang (UT-Austin)

An Analysis of Differential Impacts of Perceived Social Norms on Compliance: The Role of Identification and Self-Efficacy

Dailin Zheng (U. of Colorado Denver)

Discussant: Wynne Chin (U. of Houston)

3B: Recommender Systems & Optimization | CBB 412

Session Chair: Ehsan Ghasemi (Texas Tech)

Know Your Users Before You Spend: A Data-Driven Optimization to Enhance User Engagement using Visual Analytics

Mayukh Majumdar (Texas A&M), Chelliah Sriskandarajah (Texas A&M), Subodha Kumar (Temple)

Discussant: Keran Zhao (U. of Houston)

Social Network Contagions in Information Diffusion Across Social Media Platforms

Ruizhu (Rachael) Xiong, Zhechao (Charles) Liu, Raymond Choo, Anthony Rios (UT-San Antonio)
Discussant: Sirkka Jarvenpaa (UT-Austin)

Understanding the Influence of Temporality on Users' Self-disclosure on Social Networking Sites

Zhuoran Jiang, Sirkka L. Jarvenpaa, Patricia Moravec (UT-Austin)
Discussant: Merrill Warkentin (Mississippi State)

Stylist: A Style Aware Fashion Recommender System

Masoud Salehi (Iowa State)
Discussant: Ronald Ramirez (U. of Colorado Denver)

User Goals and Complexity Premium in Recommendation Agents

Ehsan Ghasemi (Texas Tech)
Discussant: Roger McHaney (Kansas State)

4:30 – 4:45 pm **Networking Break | CBB 408**

4:45 – 5:55 pm **4A: Platform & Behavior | CBB 410**

Session Chair: Gabe Bahr (Oklahoma State)

Applying Stimuli-Organism-Response Theory in Live Streaming Commerce: Evidence from South Korea

Kyungmyung “John” Jang, Kent Marett (Mississippi State)
Discussant: Andrew Chen (U. of Kansas)

International Technology Diffusion, Development, and Trading Partner Spillovers

Gabe Bahr (Oklahoma State)
Discussant: Fred Davis (Texas Tech)

4B: Information Security | CBB 412

Session Chair: Alaa Nehme (Mississippi State)

Deterrence and Construal Level Approach on the Information Security Compliance: Comparison Between Working On-site and Remote Working

Sumin Kim, Alaa Nehme, Kent Marett (Mississippi State)
Discussant: Randy Cooper (U. of Houston)

Exploring Information Security as a Social Practice

Alaa Nehme, Merrill Warkentin (Mississippi State)
Discussant: David Biros (Oklahoma State)

6 pm – 10 pm Dinner & Social (registered only) | Waldorf-Astoria Ballroom, Hilton Hotel (UH)

6 pm Networking Cocktail Hour
6:45 pm Dinner / Entertainment / Gift Exchange

Sunday, Apr 3 C. T. Bauer College of Business (Classroom & Business Building CBB a.k.a. Insperity)
(No breakfast provided * see more info below)

8:30 – 9 am **Coffee & Light Refreshments | CBB 408**

9 – 10:45 am **5A: Technology & Well-being | CBB 410**

Session Chair: Ankita Srivastava (Oklahoma State)

Promoting Family Healthy Lifestyles through Explainable AI-Mediated Communication

Chun-Hua Tsai (U. of Nebraska at Omaha), Jomara Sandbulte (U. of Minnesota Duluth), John M. Carroll (Pennsylvania State)
Discussant: Jinghui (Jove) Hou (U. of Houston)

The Relationship Between Social Media Use and Loneliness

Richard (Chad) Kniffen, Randy Cooper (U. of Houston)
Discussant: Chun-Hua Tsai (U. of Nebraska at Omaha)

Technostress Among Physicians: Conceptualizing Stressful EHR Design Features

Ankita Srivastava (Oklahoma State)
Discussant: David Biros (Oklahoma State)

5B: Platform & Strategy | CBB 412

Session Chair: Vinod Kumar Ahuja (U. of Nebraska Omaha)

Board of Directors Social Capital, Analytics Capability, and Firm Performance

Naser Shekarian (U. of Colorado Denver)
Discussant: Ramesh Sharda (Oklahoma State)

Reputation Building in a Crowded Marketplace: An Airbnb Case

Minsek “Cal” Ko (Iowa State)
Discussant: Lianlian (Dorothy) Jiang (U. of Houston)

Where Companies Draw the Line: Exploring Corporate Boundaries in the Collaborative Creation of Open-source Software

Vinod Kumar Ahuja (U. of Nebraska at Omaha)
Discussant: Corey Baham (Oklahoma State)

10:45 – 11 am **Networking Break | CBB 408**

11 – 12 **Panel – The Tenure Clock Is Ticking | CBB 408**

Panelists: Sirkka Jarvenpaa (UT-Austin), Paul Pavlou (U. of Houston), Ramesh Sharda (Oklahoma State), Merrill Warkentin (Mississippi State); Moderator: Fred Davis (Texas Tech)

12 pm **Closing Remarks | CBB 408**

Xiao Ma, Symposium Chair, Associate Professor & Director MS-BZAN, C. T. Bauer College of Business, U. of Houston

12:10 pm **Final Announcement – Ramesh Sharda, Symposium Co-founder, Oklahoma State | CBB 408**

12:15 – 1 pm **Boxed Lunch (registered only) | CBB 408**

Additional Information

Symposium registration has reached capacity and is closed. Group discount rate at the Hilton Hotel of UH had expired.

The paper sessions and panel discussion remain open to anyone interested. Formal registration of the Symposium covers all the meals and dinner / social event, but if you are willing to skip them, you are very welcomed to attend the sessions. Below is some more information about the venue, on-campus parking options, other hotel options, flying into Houston, UH campus safety, and other local information, etc.

For emergency, Prof. Xiao Ma's phone # is 626-497-2973 (cell signal might be weak inside CBB and other buildings).

Navigating the UH Campus for the Symposium

For your convenience, a Google Map list of places has been created for you: <https://goo.gl/maps/JoAcBjkTRPRs4UD8>. The places included in this list will help you get to where you need. For instance, you will stay at the *Hilton University of Houston*. There is an inhouse restaurant, *Eric's Restaurant*. Most of the Symposium Program (paper sessions, panel discussion, keynote, breakfast, lunches, etc.) will take place in *Classroom and Business Building* (a.k.a. *CBB* or *Insperity*). There is an easy 3-4 min walk from the hotel to the CBB building.

While you are at the UH, you may explore the *Student Center South* if you are in the mood. Places near the hotel are also good candidates to visit during the day. We discourage wandering around the campus at night.

A Walk Tour Guide from hotel to CBB can be accessed here:

<https://www.google.com/maps/d/edit?mid=127Vo2lpBp1vLFBI4clpNAS2EOCM8R-C&usp=sharing>. Note that on Apr 2, you may opt for a slight shortcut by going through the *Student Center South* to CBB; you will not be able to do this on Apr 3 as *Student Center South* opens at 2PM on Sundays.

On-Campus Parking

The UH campus offers some visitor parking options, but they are not free. The estimated rate is \$18-20 per 24 hours (maybe with in-n-out privilege). Many options exist across the campus, but the most convenient ones include the Welcome Center Garage and the parking garage of the Hilton Hotel. The Welcome Center Garage has been included in the Google Map (read further for that info). For more info about visitor parking, visit <https://uh.edu/visitors/visitor-parking/>.

Alternative Hotels

In case the designated hotel is fully booked, there are abundant options nearby, but these are not within walking distance. Downtown Houston is about 4 miles away with many decent options. Alternatively, there are a few more economic options along the I-45 highway toward the south about 3 miles way, e.g., Days Inn & Suites by Wyndham Downtown/University of Houston. Please be wary of safety concerns around the UH campus (read the *UH Campus Safety* section below for more info).

Flying into Houston

There are generally two airports with access to Houston and UH that we use most often: George Bush Intercontinental Airport (search with "IAH"), and William P. Hobby Airport ("HOU"). HOU is closer to UH but with fewer flights. I suggest you prioritize the ticket price, duration, and arrival and departure times when you book flights; both airports work equally well. For more info, check out https://en.wikipedia.org/wiki/George_Bush_Intercontinental_Airport and https://en.wikipedia.org/wiki/William_P._Hobby_Airport.

In Houston, there is often highway traffic slowdown especially during peak hours. Traffic can slow down even on weekends depending on the road condition. Plan for ample lead time (i.e., 3 hours) between the time you leave for airport and when your flight takes off on Apr 3 to avoid missing your flight.

UH Campus Safety

Houston is a large city and with that comes a high crime rate (we are not proud to be ranked, but Houston ranked #36 in 2021; see [this article](#)). UH campus is not far from underprivileged neighborhoods, so please use your common sense at night and avoid wandering far away from where you stay. For more information about campus safety, what resources are available in case of emergency, and how to be prepared for such, visit [this site](#).

Houston Places to Visit

If you need ideas to explore the city, here is a shortlist:

- NASA Johnson Space Center (<https://spacecenter.org/visitor-information/>)
- Museum District: up to 19 Museums to visit! (<https://houmuse.org/>)
- Chinatown: varieties of authentic Chinese food & grocery stores
- Vietnam Town or Viet-Town: “Little Saigon, Houston” (https://en.wikipedia.org/wiki/Little_Saigon,_Houston)

Fun Facts on UH Campus

Say “hi” to the cutest Starship robots on UH campus, meal delivery robots running around the campus and helping to feed the UH people! I am sure you will spot at least one of them while you are at the UH Campus (see a pic below).

The Den



The “Starship” Robot



For any other information, feel free to reach out to Prof. Xiao Ma, xma@bauer.uh.edu.

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