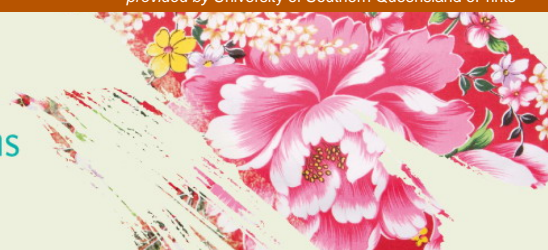


PACIS 2010

Pacific Asia Conference on Information Systems

July 9-12, 2010, Taipei, Taiwan



Program at A Glance

July 9, 2010 (Friday)		
13:00-	Registration	
13:30-16:30	Tutorial TI: The Design Science Research Method Tutorial TII: Case Study Method Tutorial TIII: Operationalizing Theoretical Sampling within A Grounded Theory Research	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-	Registration	
08:30-08:50	Opening Ceremony	Ball Room (3F)
08:50-09:40	Keynote Speech I "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	Keynote Speech II "Opportunities and Challenges of Cloud Computing" by Dr. Yen-Sung Lee, Chunghwa Telecom, Taiwan	Ball Room (3F)
11:00-11:50	Keynote Speech III "Why Top Journals Accept Your Paper" by Dr. Detmar Straub, Georgia State University, USA	Ball Room (3F)
11:50-13:20	Lunch	Brasserie (1F)
13:20-14:50	Panel I: Knowledge Management Research: Opportunities and Future Trends 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	Panel II: Meeting with Journal Editors 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	Conference Banquet	The Grand Hotel
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July 11, 2010 (Sunday)		
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07:00-08:20	PACIS Executive Committee Meeting	Brasserie (1F)
08:00-08:30	Registration	
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	Coffee Break	
10:20-11:50	Panel III: Cross Cultural Research in Information Systems 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	Lunch	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	Coffee Break	
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)

July 12, 2010 (Monday)		
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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 Fiel

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

Poster Session 3 (13:20-14:50, July 11)

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

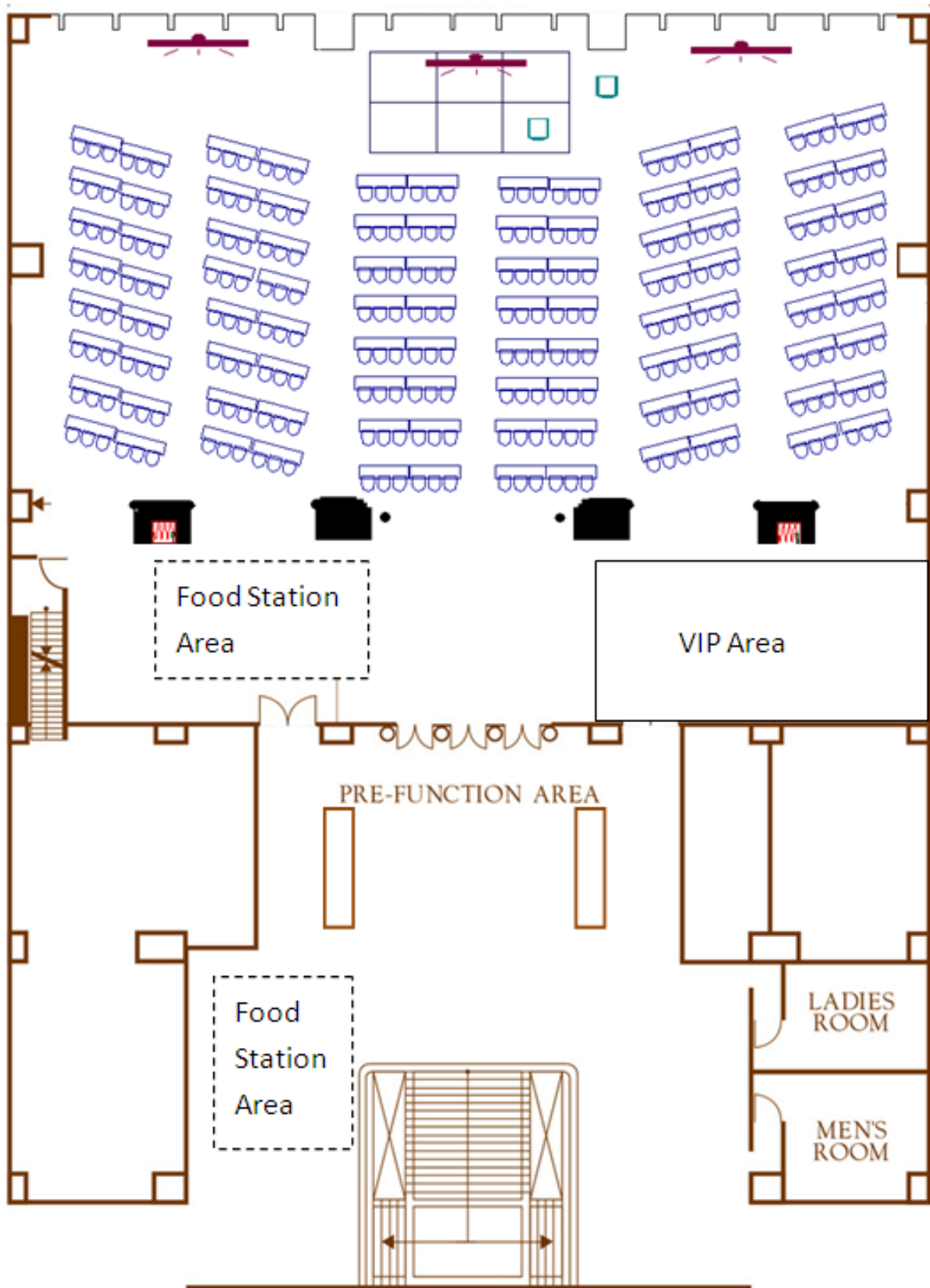
Discrepancy between Actual Self and Virtual Self: Theoretical Extensions, Measurement and
Relation to Contribution in Virtual Communities

Ayoung Suh, Kyung-shik Shin

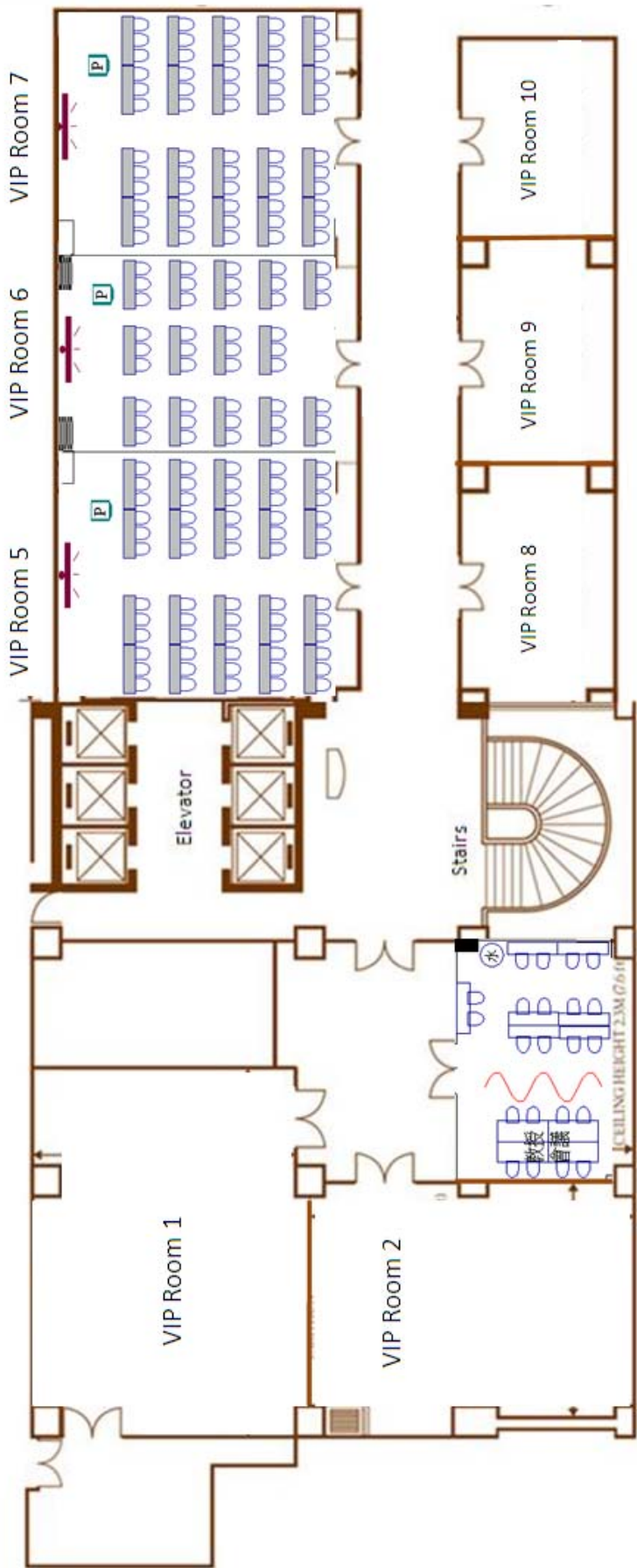
Automatic Learning of A Supervised Classifier for Patent Prior Art Retrieval
Hung-Chen Chen, Yu-Kai Lin, Chih-Ping Wei, Chin-Sheng Yang

“Betting on the House”: Value Creation by Insourcing at Crown Limited
Peter Reynolds, Peter B. Seddon

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14th PACIS 2010

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