Ninth INFORMS Conference on Information Systems and Technology (CIST)

October 23-24, 2004
Adam’s Mark Hotel
(Silver Room & Colorado Room)
Denver, Colorado

MOBILITY, ORGANIZATIONS, SYSTEMS AND TECHNOLOGIES (MOST)

Sponsored by

INFORMS IS Society
Tepper School of Business
Carnegie Mellon University

College of Management
Georgia Institute of Technology

Graduate School of Management
University of California at Davis

MIS Research Center
Carlson School of Management
University of Minnesota

This is will be our final program, to replace the previous one as put in your CD Proceedings.
CIST 04 Program Schedule
Saturday October 23, 2004

8:30-9:00 Welcome by Co-Chairs
Program Introduction
Logistics (Silver Room)

Hemant Bhargava
Chris Forman
Robert J. Kauffman
D. J. Wu

Keynote Session: 9:00-10:30 (Silver Room) Industry Panel
Dr. Radhika Kulkarni
Director, Management Science and Numerical Optimization
Analytical Solutions Division
SAS Institute Inc.

Dr. Grace Lin
Member, IBM Academy of Technology
VP Practice, INFORMS
Leader, Global Sense and Respond SWAT Team
Associate Partner, IBM Business Consulting Services

Coffee Break (Silver Room) 10:30-11:00am

Session A: 11:00-12:30
Session A1 (Silver Room): IT and OB Interface
Session Chair: Paul Tallon

11:00-11:45 Ritu Agarwal
Corey M. Angst
V. Sambamurthy
It's Not To Whom You Go, It's Who
You Know: Social Referents and
Normative and Information
Influence in Technology Acceptance
Attitudes and Behaviors

11:45-12:30 Mark Cotteleer
Elliot Bendeloy
Resonant Dissonance: Investigating
Sources of Lagged Operational
Variance Following Large-scale
Centralized System Deployment

Session A2 (Colorado Room): IT Value
Session Chair: Robert J. Kauffman

11:00-11:45 Indranil R. Bardhan
Rajiv Banker
The Impact of Information Systems
on Product Development: Evidence
from Operational and Financial
Performance Measures

11:45-12:30 Sunil Milthas
M.S. Krishnan
Causal Effects of CRM Systems on
Cross Selling Effectiveness and
Sales-force Productivity by Bounding a Matching Estimator

Lunch 12:30-2:00pm (Century Room) Sponsored by
Tepper School of Business, Carnegie Mellon University
College of Management, Georgia Institute of Technology
Graduate School of Management, University of California at Davis
MIS Research Center, Carlson School of Management, University of Minnesota

Best Reviewer Award

Session B: 2:00pm-3:30pm
Session B1 (Silver Room): IT and Marketing Interface
Session Chair: Chuck Wood

2:00-2:45
Mark Bergen
Rob Kauffman
Dongwon Lee
Store Quality Image and The
‘Rational Inattention Hypothesis’: An Empirical Study of The Drivers of $9 and 9¢ Price-Endings among Internet-Based Sellers

2:45-3:30
Zhuo Cheng
Barrie Nault
Retail Coverage and Incentives for Electronic Direct Market Entry

Session B2 (Colorado Room): IT and OM Interface
Session Chair: Mu Xia

2:00-2:45
Oliver Yao
Yan Dong
Martin Dresner
Managing Supply Chain Backorders under Vendor Managed Inventory: A Principal-Agent Approach and Empirical Analysis

2:45-3:30
Jennifer Zhang
Partnership or Rivalry? Strategic Partnership in the Networked Economy

Coffee Break (Silver Room) 3:30-4:00

Session C: 4:00-5:30pm
Session C1 (Colorado Room): Data Swapping and Spam
Session Chair: Sridhar Narasimhan

4:00-4:45
Krish Muralidhar
Rathindra Sarathy
Disclosure Risk and Data Utility Characteristics of Data Swapping: A Preliminary Investigation

4:45-5:30
Juan Feng
Advertising, Spam and Anti-spam -
An Equilibrium

Session C2 (Silver Room): IT and Economics Interface
Session Chair: Ram Chellappa

4:00-4:45
Rahul Telang
Ashish Arora
Hao Xu
Optimal Policy for Software Vulnerability Disclosure

4:45-5:30
Shankar Sundaresan
Zupeng Zhang
Incentive for Organizational Knowledge Discovery and Diffusion

Dinner On Your Own

Sunday, October 24, 2004

Keynote Session D 8:30am - 10:00am (Silver Room): Editors Panel
Hemant Bhargava, Department Editor, Computing & Decision Technology, Operations Research
Ramayya Krishnan, Department Editor, Information Systems, Management Science
Barrie Nault, Department Editor, Information Systems, Management Science
V. Sambamurthy, Editor-in-Chief, Information Systems Research

Coffee Break (Silver Room): 10:00am - 10:15am

Distinguished Speaker Session E 10:15 – 11:45 (Silver Room) Infeasibility, Optimality, and Search
Session Chair: Hemant Bhargava
Distinguished Speaker: Steven O. Kimbrough, The Wharton School, University of Pennsylvania
Panel: John Chinneck, Carleton University
Gary Koehler, University of Florida

Lunch 12:00-1:30pm (North Convention Lobby) Sponsored by INFORMS IS Society
Best Papers Awards
Announcement of CIST05 Co-Chairs

Session F (Invited Session) 1:30-3:00pm (Silver Room) Research Directions on RFID
Session Chair: Thomas Weber
Speakers
Robert J. Kauffman
Fred Riggins
University of Minnesota
John Curtin
Hexaware Technologies
Coffee Break (Silver Room) 3:00-3:30pm

Session G: 3:30am-5:00am
Session G1 (Colorado Room): IT Security and Personalization
Session Chair: Catherine Yang

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<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>3:30-4:15</td>
<td>Dengpan Liu, Sumit Sarkar, Rakesh Gupta, Chelliah Sriskandarajah</td>
<td>Optimal Resource Allocation Policies for Website Personalization</td>
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<tr>
<td>4:15-5:00</td>
<td>Jacquelyn M Rees, Karthik Kannan, Sanjay Sridhar</td>
<td>The Effects of Information Security Breach Announcements on Stock Price: Long-Term Impacts and the Role of the Technology Bubble</td>
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Session G2 (Silver Room): IT Labor
Session Chair: Chris Forman

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<td>V. Sambamurthy, Detlev Smaltz, Ritu Agarwal</td>
<td>An Empirical Analysis of the Antecedents of CIO Role Effectiveness</td>
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<td>4:15-5:00</td>
<td>Gedas Adomavicius, Jesse Bockstedt, Alok Gupta, Robert Kauffman</td>
<td>An Ecosystem Model of Technology Evolution</td>
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END OF INFORMS CIST 2004

START OF INFORMS IS Society Business Meeting
Wine & Reception (Silver Room): 5:15pm-6:15pm
INFORMS Welcome Reception: 7:30pm-9:00pm

Last Updated on October 21, 2004.