

March 12, Thursday	Event (Venue: Primrose, Level C, Cliff Lodge)
4:45 pm – 5:00 pm	Welcome
5:00 pm – 6:20 pm	Poster Slam I (Co-Chairs: Xiao Liu, Lionel Li)
6:30 pm - 8:15 pm	Dinner and Poster Viewing

March 13, Friday	Event (Venue: Primrose, Level C, Cliff Lodge)
7:00 am	Breakfast
7:30 am – 8: 25 am	Session 1: Graph Neural Networks (Chair: Olivia Sheng)
	Markus Rosenfelder, Gunther Gust, Dirk Neumann: <i>Improving Urban Analytics Using 3D Geometries and Graph Convolutional Neural Networks: Evidence from Real Estate Valuation</i>
	Kunpeng Zhang, Liye Ma, Baohong Sun: <i>Image Network and Interest Group – A Heterogeneous Network Embedding Approach to Analyze Social Curation on Pinterest</i>
	Tengteng Ma, Yuheng Hu, Yingda Lu, Siddhartha Bhattacharyya: <i>Meta-path Based User Engagement Prediction on Social Media Platforms: A Graph Neural Network Method with Attention Mechanism</i>
	10 min break
8:35 am – 9:45 am	Session 2: Consumer Analytics (Chair: Stefan Feuerriegel)
	Chenshuo Sun, Anindya Ghose, Xueming Luo: <i>An Interpretable Approach to Predicting Consumer Activity with Omnichannel Data</i>
	Jinggang Zhuo, Weiwei Bai, Ling Fan, Harry Wang: <i>Taming Generative Modeling and Natural Language Processing for Creative Customer Engagement</i>
	Gijs Overgoor, Bill Rand, Willemijn van dolen: <i>Deep Choice: A Deep Learning Approach to Consumer Choice</i>
	Zisu Wang, Junming Yin, Tianyu Gu, Yong Liu: <i>Capturing Behavior Dynamics of Video Game Players: A Recurrent Marked Point Process Approach</i>
	5 min break
9:50 am – 10:40 am	Session 3: Recommender Systems and Personalization (Chair: Jingjing Li)
	Alex P. Miller, Kartik Hosanagar: <i>Who benefits from personalization? On the distributional effects of personalized pricing in e-commerce</i>
	Mochen Yang, Xuan Bi, Gediminas Adomavicius: <i>Consumer Acquisitions for Recommender Systems: A Theoretical Framework and Empirical Validations</i>
	Meizi Zhou, Yicheng Song, Zhuoxin Li, Chunmian Ge: <i>Short-Lived Item Recommendation: A Dual Recurrent Neural Network Approach</i>
10: 40 am	Optional Winter Sport
5:00 pm – 6:20 pm	Poster Slam II (Co-Chairs: Victor Benjamin, Rajeev Kumar)
6:30 pm - 8:15 pm	Dinner and Poster Viewing

March 14, Saturday	Event (Venue: Primrose, Level C, Cliff Lodge)
7:00 am	Breakfast
7:30 am – 8:25 am	Session 1: Implications of AI (Chair: Jeffrey Parsons)
	Chenshuo Sun, Zijun Shi, Xiao Liu, Anindya Ghose: <i>The Effect of Voice AI on Consumer Purchase and Search Behavior</i>
	Scott Schanke, Gordon Burtch, Gautam Ray: <i>Estimating the Impact of 'Humanizing' Customer Service Chatbots</i>
	Abdallah Musmar, He Zhang, Sunil Mithas, Balaji Padmanabhan: <i>Governance of Digital Platforms in the Modern Age of AI: How to Preserve the Social Media Platform of the Future from the Widespread of Fake Content</i>
	10 min break

8:35 am – 9:45 am	Session 2: Machine Learning (Chair: Gautam Pant)
	Sandeep Gangarapu, Edward McFowland III, Ravi Bapna: <i>Multi-Armed Bandits with Inference Considerations</i>
	Carlos Fernandez, Foster Provost: <i>Effects of Confounding When Making Automatic Intervention Decisions Using Machine Learning</i>
	Xuanqi Liu, Ke-Wei Huang: <i>Controlling Homophily in Social Network Regression Analysis by Machine Learning</i>
	Sudip Bhattacharjee, Ugochukwu Etudo, Justin Clifford Smith: <i>Generating Classification of Establishments into NAICS Codes from Official, Commercial, and Public Data with Supervised Machine Learning</i>
	5 min break
9:50 am – 10:40 am	Session 3: Human Resource and Urban Analytics (Chair: Yuheng Hu)
	Prasanna Parasurama, Anindya Ghose, Panagiotis Ipeirotis: <i>Hiring for Diversity? Gender and Race Preferences in Hiring in Silicon Valley Firms</i>
	Zanele Munyikwa, David Holtz, Sanaz Mobasser, Janet Xu: <i>Cracking the Coding Interview</i>
	Katherine Hoffmann Pham, Arun Sundararajan: <i>Shaping User Behavior in Digital and Physical Space: The Case of E-Scooters</i>
10:40 am	Optional Winter Sport
4:50 – 6:00 PM	Session 4: Video and Ad Analytics (Chair: Brad Greenwood)
	Gene Moo Lee, Sang Pil Han, Donghyuk Shin, Sungho Park: <i>Gone in 5 Seconds: Targeting Skippable Pre-Roll Ads to Relevant Video and Audience using Video Analytics with Deep Learning</i>
	Shawndra Hill, Ravi Sojitra, David Rorthschild: <i>Measuring the Long Term Impact of TV Ads on Search Using Household Level Data</i>
	Victor Benjamin, Raghu Santanam: <i>Detecting Algorithmically-Generated Social Media Videos</i>
	Michael Zhao, Sinan Aral: <i>How Does Paid Advertising Impact Organic App Installs?</i>
	5 min break
6:05 – 7:15 PM	Session 5: Analytics for Social Good (Chair: Gunther Gust)
	Brad Greenwood, Russ Funk: <i>The Doctor Will See You Elsewhere: Enterprise Information Systems and the Changing Permeability of Firm Boundaries</i>
	Kartik Krishna Ganju, Jui Ramaprasad: <i>Ethical Dilemmas: Do Programming Tasks Bias Your Moral Judgement?</i>
	Ramah Al Balawi, Ecem Basak, Ali Tafti, Mary Beth Watson-Manheim: <i>Ride-Sharing Services and Environmental Sustainability: An Empirical Investigation of Uber Entry and Gas Emissions</i>
	Yi Yang, Kunpeng Zhang: <i>Effective and Transparent Operational Risk Identification</i>
7:15 pm – 8:30 pm	Dinner and Award Announcement

Poster Slam I: List of Posters

No.	Title	Author
1	A Warped Mirror: Skewed Attention in Media Coverage of Gun Violence	Kai Zhu, Dylan Walker
2	Machine-Learning-Based Detection of Social Media Cascades with Misinformation	Francesco Ducci, Mathias Kraus, Stefan Feuerriegel
3	The value of inter-regional social relationships: How does it fuel regional innovation performance?	Ecem Basak, Ramah Al Balawi, Ali Tafti
4	Bot Detection through Social Media Behavior Analyses	Anthony Weishampel, Iris Bennett, Bill Rand

5	Online Armies and Movements in the Social Media Age: Framing and Mobilization	Arda Zuber, Sudip Bhattacharjee, Ugochukwu Etudo
6	The Rise of #NeverAgain: Joining Behavior of Social Movements and Activism on Social Media	Il-Horn Hann, Mikhail Lysyakov
7	The Role of Workgroups on User Participation on Enterprise Social Media	Christina Jeong, Jason Chan, Yue Guo
8	Does Social Comparison Make You More Selfish? An Experimental Analysis of Behavioral Biases from “Instagram Perfect”	Yifei Wang, Gorkem Turgut OZER, Gordon Gao
9	Walling off an Echo Chamber: The Effect of Quarantining Policies on Problematic Online Communities	Maya Mudambi, Jessica Clark, Lauren Rhue
10	Exploring Direct and Indirect Effects of On-Demand Ride-Sharing Services on Traffic Congestion: An Empirical Investigation of Uber X in the United States	Ecem Basak, Mary Beth Watson-Manheim, Ali Tafti
11	The Value of Reliable Route Planning in Urban Intermodal Transport	Matthias Russ, Gunther Gust
12	A Gig-Worker Centric Approach of Releasing Electric Scooters to Drop-Off Areas	Rajeev Kumar
13	Online Review Recommendation Considering Review Novelty and Representativeness	Yagmur Ozdemir
14	Can “smart” investments lessen the digital divide? Evaluating the IT Investment Profiles of U.S. School Districts	Lauren Dahlin, Jessica Clark
15	Infer Service Quality Problems from Sequential Patterns of Customer Emotions	Yiting Guo, Yilin Li, De Liu, Xin Sean Xu
16	Does it Pay to Manage Challenge Levels in E-Learning? Insights from Designing and Analyzing a Large-Scale Field Experiment	Andy Tao Li, De Liu, Sean Xin Xu
17	Re-engaging underachievers: toward a participation internalization approach to gamified online learning design	Andy Tao Li, De Liu, Sean Xin Xu
18	Longitudinal Impact of Preference Biases on Recommender Systems’ Performance	Meizi Zhou, Gediminas Adomavicius, Jingjing Zhang
19	Extracting User Interest Drifts in Social Networks for Time-Aware Personalized Recommendation: A Graphic Knowledge Representation Learning Approach	Jessica Sheng, Xiao Liu, Paul Hu
20	Read Like an Expert: A Deep Learning Approach to Decomposing Earnings Conference Call	Yu Zhu, Xiao Liu, Olivia Sheng
21	Complete the Missing Financial Future: Learning Parts of Transaction History via Deep Neural Networks	Joseph Dunbar, Olivia Sheng
22	Applications of Deep Transfer Learning & Pretrained Language Models for Business Analytics	Ross Gruetzemacher, David Paradise
23	Cross-Lingual Security Analytics: Cyber Threat Detection in the International Dark Web with Adversarial Deep Representation Learning	Mohammadreza Ebrahimi, Yidong Chai, Sagar Samtani, Hsinchun Chen
24	Reinforcement Learning for Markov Decision Processes with Constrained Action sets	Niklas Goby, Bernhard Lutz, Dirk Neumann
25	How Today's Product Reviews Affect Future Product Reviews: A Text Mining Approach	Bernhard Lutz, Nicolas Proelochs, Dirk Neumann
26	Multi-asset Reinforcement Learning Framework	Saurav Chakraborty, Brandon Wolfram
27	The Effect of Knowledge Sharing on Open Source Contribution: A Multi-platform Perspective	Vivek Singh, Saurav Chakraborty, Arjun Kadian

*Attendance yet to be confirmed

Poster Slam II: List of Posters

No	Title	Authors
1	Targeted Advertisements and In-Store Visits: Optimal Design of Mobile Advertising Campaigns	Kimia Keshanian, Kaushik Dutta, Narayan Ramasubbu
2	Diversified online advertising by identifying households through a maximum-similarity method	Kimia Keshanian, Vaibhav Agasti, Kaushik Dutta
3	Pit People Against One Another to Maximize Ad Impression and Minimize Ad Spend: Mining Russia-Linked Ad Campaigns on Facebook	Mostafa Esmaeili, Moez Farokhnia Hamedani, Daniel Zantedeschi
4	Quantifying Cross-Platform Spillovers in Mobile App Install Advertising	Michael Zhao, Sinan Aral
5	Staying for the Right Support: How Users' Emotions Moderate the Effects of Support on Decision to Stay in an Online Healthcare Community	Ruo Chen Liao, Rajiv Kishore, Michael Lee
6	Examining Effects of Fit between Patient Need and Social Support	Anqi Xu, Xiao Liu, Vandana Ramachandran, Paul Hu
7	Impact of Automated and Health Coach Generated Customized Intervention Messages on Patients Physical Activity Performance	Avijit Sengupta, Kaushik Dutta
8	Modeling Self-Learning Software Agents for Complex, Multi-Criteria Decision Making	Anik Mukherjee, Anol Bhattacharjee, Kaushik Dutta
9	The Role of Decision Support Systems in Attenuating Racial Biases in Healthcare Delivery	Kartik Krishna Ganju, Hilal Atasoy, Brad Greenwood, Jeff McCullough
10	Predicting a Clearance of Patients with Traumatic Brain Injuries	Gleb Zavadskiy, Wolfgang Jank, Daniel Zantedeschi
11	Facilitating Clinical Trial Subject Recruitment Using Natural Language Processing and Text Mining	Euisung Jung, Hemant Jain, Atish Sinha
12	Market Vandalism through Buyer Review Manipulation: Attacking Nascent Platforms and Fighting Crime in Dark Net Markets	Chris Dellarocas, Panos Markopoulos, Dimitris Xefteris
13	Analyzing Firm Reports for Volatility Prediction: A Knowledge-driven Machine Learning Approach	Yi Yang, Kunpeng Zhang, Yangyang Fan
14	Predicting Stock Price Movements with Dynamic Graph Neural Networks	John Rios, Kang Zhao, Nick Street
15	Blockchain, Cryptocurrency and Online Communities: Effect of Monetization on Sustainability of Online Groups	Pranay Jinna
16	A Supply and Demand Model for Bitcoin's Data Space Marketplace	Noyan Ilk, Guangzhi Shang, Shaokun Fan, J Leon Zhao
17	People Don't Change, Their Priorities Do; Evidence of a Shift in Prosocial Priorities in Online Microfinance	Amin Sabzehzar, Yili Hong, Raghu Santanam
18	Evaluating Regulatory Policies for the US Corporate Bond Market with Agent-Based Models	Donald Berndt, Saurav Chakraborty, David Boogers
19	Using Agent-Based Modelling to Address Malicious Behavior on Social Media	Agnieszka Onuchowska, Saurav Chakraborty, Donald Berndt
20	How Users & Channels Drive Platform Value	Zhou Zhou, Lingling Zhang, Marshall Van Alstyne
21	Merging Omnichannel Behavioral Data: A Similarity-based Multi-view Learning Approach	Chenshuo Sun, Anindya Ghose, Zhiyong Liu
22	JANOS : An Integrated Predictive and Prescriptive Modeling Framework	David Bergman, Teng Huang, Philip Brooks, Andrea Lodi, Arvind Raghunathan
23	Data-Driven Optimization for Team Formation	David Bergman, Teng Huang, John Mathieu

24	The effect of fact-checking cues on consumer belief and behavior update	Arjun Kadian, Anol Bhattacharjee, Daniel Zantedeschi
25	A Data Science Approach to Predicting Poverty Using Socio-Economic Indicators – The Case of Shelby County and City of Memphis	Brian Hoogstra, Srikar Velichety, Chen Zhang
26	AI-Enabled Service: A theory-driven multi-methods design approach	Xueyan Yin, Xiao Liu, Victor Benjamin, Peiyu Chen
27	I'm not a Bot: An Empirical Investigation of Human-like Customer Service on Social Media	Huai-Tzu Cheng, Yang Pan

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