

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

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

<b>March 14, Saturday</b>	<b>Event (Venue: Primrose, Level C, Cliff Lodge)</b>
<b>7:00 am</b>	<b>Breakfast</b>
<b>7:30 am – 8:25 am</b>	<b>Session 1: Implications of AI</b> <b>(Chair: )</b>
	<b>Chenshuo Sun, Zijun Shi, Xiao Liu, Anindya Ghose:</b> <i>The Effect of Voice AI on Consumer Purchase and Search Behavior</i>
	<b>Scott Schanke, Gordon Burtch, Gautam Ray:</b> <i>Estimating the Impact of 'Humanizing' Customer Service Chatbots</i>
	<b>Abdallah Musmar, He Zhang, Sunil Mithas, Balaji Padmanabhan:</b> <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>
	<b>10 min break</b>

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

### 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

<b>4</b>	Bot Detection through Social Media Behavior Analyses	Anthony Weishampel, Iris Bennett, Bill Rand
<b>5</b>	Online Armies and Movements in the Social Media Age: Framing and Mobilization	Arda Zuber, Sudip Bhattacharjee, Ugochukwu Etudo
<b>6</b>	The Rise of #NeverAgain: Joining Behavior of Social Movements and Activism on Social Media	Il-Horn Hann, Mikhail Lysyakov
<b>7</b>	The Role of Workgroups on User Participation on Enterprise Social Media	Christina Jeong, Jason Chan, Yue Guo
<b>8</b>	I'm not a Bot: An Empirical Investigation of Human-like Customer Service on Social Media	Huai-Tzu Cheng, Yang Pan
<b>9</b>	Does Social Comparison Make You More Selfish? An Experimental Analysis of Behavioral Biases from "Instagram Perfect"	Yifei Wang, Gorkem Turgut OZER, Gordon Gao
<b>10</b>	Walling off an Echo Chamber: The Effect of Quarantining Policies on Problematic Online Communities	Maya Mudambi, Jessica Clark, Lauren Rhue
<b>11</b>	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
<b>12</b>	The Value of Reliable Route Planning in Urban Intermodal Transport	Matthias Russ, Gunther Gust
<b>13</b>	A Gig-Worker Centric Approach of Releasing Electric Scooters to Drop-Off Areas	Rajeev Kumar
<b>14</b>	Online Review Recommendation Considering Review Novelty and Representativeness	Yagmur Ozdemir
<b>15</b>	Can "smart" investments lessen the digital divide? Evaluating the IT Investment Profiles of U.S. School Districts	Lauren Dahlin, Jessica Clark
<b>16</b>	Infer Service Quality Problems from Sequential Patterns of Customer Emotions	Yiting Guo, Yilin Li, De Liu, Xin Sean Xu
<b>17</b>	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
<b>18</b>	Re-engaging underachievers: toward a participation internalization approach to gamified online learning design	Andy Tao Li, De Liu, Sean Xin Xu
<b>19</b>	Longitudinal Impact of Preference Biases on Recommender Systems' Performance	Meizi Zhou, Gediminas Adomavicius, Jingjing Zhang
<b>20</b>	Extracting User Interest Drifts in Social Networks for Time-Aware Personalized Recommendation: A Graphic Knowledge Representation Learning Approach	Jessica Sheng, Xiao Liu, Paul Hu
<b>21</b>	Read Like an Expert: A Deep Learning Approach to Decomposing Earnings Conference Call	Yu Zhu, Xiao Liu, Olivia Sheng
<b>22</b>	Complete the Missing Financial Future: Learning Parts of Transaction History via Deep Neural Networks	Joseph Dunbar, Olivia Sheng
<b>23</b>	APPLICATIONS OF DEEP TRANSFER LEARNING & PRETRAINED LANGUAGE MODELS FOR BUSINESS ANALYTICS	Ross Gruetzemacher, David Paradice
<b>24</b>	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
<b>25</b>	Reinforcement Learning for Markov Decision Processes with Constrained Action sets	Niklas Goby, Bernhard Lutz, Dirk Neumann

<b>26</b>	How Today's Product Reviews Affect Future Product Reviews: A Text Mining Approach	Bernhard Lutz, Nicolas Proellochs, Dirk Neumann
<b>27</b>	Multi-asset Reinforcement Learning Framework	Saurav Chakraborty, Brandon Wolfram
<b>28</b>	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
<b>1</b>	Targeted Advertisements and In-Store Visits: Optimal Design of Mobile Advertising Campaigns	kimia keshanian, Kaushik Dutta, Narayan Ramasubbu
<b>2</b>	Diversified online advertising by identifying households through a maximum-similarity method	kimia keshanian, Vaibhav Agasti, Kaushik Dutta
<b>3</b>	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
<b>4</b>	Quantifying Cross-Platform Spillovers in Mobile App Install Advertising	Michael Zhao, Sinan Aral
<b>5</b>	Staying for the Right Support: How Users' Emotions Moderate the Effects of Support on Decision to Stay in an Online Healthcare Community	Ruochen Liao, Rajiv Kishore, Michael Lee
<b>6</b>	Examining Effects of Fit between Patient Need and Social Support	Anqi Xu, Xiao Liu, Vandana Ramachandran, Paul Hu
<b>7</b>	Impact of Automated and Health Coach Generated Customized Intervention Messages on Patients Physical Activity Performance	Avijit Sengupta, Kaushik Dutta
<b>8</b>	Modeling Self-Learning Software Agents for Complex, Multi-Criteria Decision Making	Anik Mukherjee, Anol Bhattacharjee, Kaushik Dutta
<b>9</b>	The Role of Decision Support Systems in Attenuating Racial Biases in Healthcare Delivery	Kartik Krishna Ganju, Hilal Atasoy, Brad Greenwood, Jeff McCullough
<b>10</b>	Predicting a Clearance of Patients with Traumatic Brain Injuries	Gleb Zavadskiy, Wolfgang Jank, Daniel Zantedeschi
<b>11</b>	FACILITATING CLINICAL TRIAL SUBJECT RECRUITMENT USING NATURAL LANGUAGE PROCESSING AND TEXT MINING	Euisung Jung, Hemant Jain, Atish Sinha
<b>12</b>	Market Vandalism through Buyer Review Manipulation: Attacking Nascent Platforms and Fighting Crime in Dark Net Markets	Chris Dellarocas, Panos Markopoulos, Dimitris Xefteris
<b>13</b>	Analyzing Firm Reports for Volatility Prediction: A Knowledge-driven Machine Learning Approach	Yi Yang, Kunpeng Zhang, Yangyang Fan
<b>14</b>	Predicting Stock Price Movements with Dynamic Graph Neural Networks	John Rios, Kang Zhao, Nick Street
<b>15</b>	Blockchain, Cryptocurrency and Online Communities: Effect of Monetization on Sustainability of Online Groups	Pranay Jinna
<b>16</b>	A Supply and Demand Model for Bitcoin's Data Space Marketplace	Noyan Ilk, Guangzhi Shang, Shaokun Fan, J Leon Zhao
<b>17</b>	People Don't Change, Their Priorities Do; Evidence of a Shift in Prosocial Priorities in Online Microfinance	Amin Sabzehzar, Yili Hong, Raghu Santanam
<b>18</b>	Evaluating Regulatory Policies for the US Corporate Bond	Donald Berndt, Saurav Chakraborty,

	Market with Agent-Based Models	David Boogers
<b>19</b>	Using Agent-Based Modelling to Address Malicious Behavior on Social Media	Agnieszka Onuchowska, Saurav Chakraborty, Donald Berndt
<b>20</b>	How Users & Channels Drive Platform Value	Zhou Zhou, Lingling Zhang, Marshall Van Alstyne
<b>21</b>	Merging Omnichannel Behavioral Data: A Similarity-based Multi-view Learning Approach	Chenshuo Sun, Anindya Ghose, Zhiyong Liu
<b>22</b>	JANOS : An Integrated Predictive and Prescriptive Modeling Framework	David Bergman, Teng Huang, Philip Brooks, Andrea Lodi, Arvind Raghunathan
<b>23</b>	Data-Driven Optimization for Team Formation	David Bergman, Teng Huang, John Mathieu
<b>24</b>	The effect of fact-checking cues on consumer belief and behavior update	ARJUN KADIAN, Anol Bhattacharjee, Daniel Zantedeschi
<b>25</b>	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
<b>26</b>	MapRedce-Style Analytics with the Isotonic Separation Method	Young Ryu
<b>27</b>	AI-Enabled Service: A theory-driven multi-methods design approach	Xueyan Yin, Xiao Liu, Victor Benjamin, Peiyu Chen

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