

1st Atlanta-Athens Conference on Research in Information Systems (AACRIS 2012)
March 31st 2012

8:00 am to 8:20 am **CONTINENTAL BREAKFAST**

8:20 am to 8:45 am **WELCOMING REMARKS**
KEYNOTE BY EPH MCLEAN

SESSION 1: 8:45-10:00 am **Ecommerce**

The Effect of Electronic Commerce on Geographic Trade and Price Variance in a Business-to-Business Market Eric Overby and Chris Forman

Risks and Controls in Electronic Reverse Auctions: Comparing Buyer and Supplier Perspectives Chaitanya Sambhara, Arun Rai, Mark Keil, Vijay Kasi

Path to Purchase: A Mutually-Exciting Point Process Model for Online Advertising Responses Lizhen Xu, Jason A. Duan, Andrew Whinston

Your Friends like it. Do You? Social Recommendation System Effects on Consumer Preference Homogeneity Seth Li, Elena Karahanna

Does Liking by 'Friends' Enhance Persuasion? An Experimental Investigation in Social Media Dezhi Yin, Sam Bond, Han Zhang

10:00 am to 10:15 am **COFFEE BREAK**

10:15 am to 11:15 am **PANEL: Methods in Motion** **Moderators/Discussants:**
PLS, Conceptual Rigor, and more **Anandhi Bharadwaj & Ram Chellappa**

A Decade of Research on the Efficacy of PLS Dale L. Goodhue

Understanding Conceptual Rigor: Guidelines and Criteria for Composing Conceptual Research Dan Robey and Richard Baskerville

SESSION 2: 11:15 am - Noon**IT Governance**

The Microfoundations of Digital Options: Translation of IT Capability in a Distributed Production Network

Johan Sandberg, Lars Mathiassen,
Nannette Napier

How IT Governance Maturity and Strategic Alignment Influence Organizational Performance: Insights from Senior manager Dyads

Shelly P.J. Wu, Ting-Peng Liang,
Detmar W. Straub

How Should Firms Coevolve IT-Enabled Governance Capabilities With Regulatory Regimes?

Arun Rai and Jessica Pye

Noon to 1:00 pm**LUNCH****SESSION 3: 1:00 pm - 1:45 pm****IT Industry**

Providers' Technical Support and IT Capacity Usage: Evidence from the Cloud

German Retana, Chris Forman,
Sridhar Narasimhan, Marius Florin
Niculescu, D.J. Wu

Market Value of Network Effects

Hemang C Subramanian, Saby
Mitra, Sam Ransbotham

Open Standards Assimilation by the U.S. Military Avionics Software Industry

Frutiger, Michael, Narasimhan,
Sridhar, Slaughter, Sandra

1:45 pm to 2:45 pm**PANEL: Connecting with Industry**

Panel Chair: Sri Narasimhan

Panelists: Arun Rai, Rick Watson, Benn Konsynski

2:45 pm to 3:00 pm**COFFEE BREAK**

SESSION 4: 3:00 pm – 4:15 pm

Information Systems Development & Use

Knowledge Management Systems: Knowledge Application in an Emergency Department

Maryam Alavi, Steven Johnson and Youngjin Yoo

Dyadic learning in inter-organizational information systems: Evidence from Costa Rican Customs

Tianshi Wu, Chris Forman, Sridhar Narasimhan, Sandra Slaughter

The Role of Design Thinking in Resolving Conflicting Systems Requirements

Jong Seok Lee, Brad McKenna, Richard Baskerville

The Role of Anticipated Process Regret in Process Documentation Decision

EunHee (Eunice) Park

Digital Intensity and Variation in Design Routines: A Comparative Sociotechnical Sequence Analysis of Four Organizations

James Gaskin, Nicholas Berente, Kalle Lyytinen, Youngjin Yoo

4:15 pm to 4:30 pm

CLOSING REMARKS