Lecture Notes
in Business Information Processing 258

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Preface

The Workshop on e-Business (WeB) is a premier annual workshop on e-business and e-commerce. The purpose of the workshop is to provide an open forum for e-business researchers and practitioners worldwide to explore and respond to the challenges of next-generation e-business systems, share the latest research findings, explore novel ideas, discuss success stories and lessons learned, map out major challenges, and collectively chart the future directions of e-business. Since its inception in 2000, the WeB workshop has attracted state-of-the-art research and followed closely the developments in the technical and managerial aspects of e-business. The 14th Annual Workshop on e-Business (WeB 2015) was held in Fort Worth, Texas, on December 12, 2015. The workshop provided an interactive forum by bringing together researchers and practitioners worldwide to explore the latest challenges of next-generation e-business systems and the potential of service computing and big data analytics. Original research articles addressing a broad coverage of technical, managerial, economic, and strategic issues related to e-business, with emphasis on service computing and big data analytics, were presented at the workshop. These articles employed various IS research methods such as case study, survey, analytical modeling, experiments, computational models, design science, etc.

The theme of WeB 2015 was “Leveraging Service Computing and Big Data Analytics for E-Commerce.” With the advances in high-speed connectivity and ability to deliver services seamlessly over the Web, service computing is not only reshaping how businesses operate and create new business solutions, but also transforming how e-business systems are designed, developed, and deployed. The global nature of service computing presents various opportunities and challenges, as well as creating a new economic structure for supporting different e-business models. At the same time, in this connected world, there is an explosion in the amount of data being created and collected, and big data analytics is increasingly being used by organizations to gain competitive advantage. Big data is changing the face of e-commerce by impacting all aspects of the business, be it inventory management, pricing, customer relationship management, new product/service innovation, and meeting customer demands. Big data analytics initiatives require considerable investment on infrastructure, tools, and technologies. While large organizations with adequate resources are able to capitalize on big data analytics, smaller companies are at a disadvantage. However, by providing big data analytics as Web services, companies of any size can gain access to these services and utilize them to support real-time decision-making, manage fraud, optimize pricing, and provide better customer service. Thus, leveraging service computing and big data analytics has great potential in transforming e-business operations for large and small businesses alike. WeB 2015 provided a forum for scholars to exchange ideas and share results from their research on service computing and big data analytics for e-commerce.
We received 45 submissions and each submission was reviewed by three reviewers. The Program Committee co-chairs had a final consultation meeting to look at all the reviews and make the final decisions on the papers to be accepted. We accepted 12 papers (26.7 %) as long/regular papers and 16 short papers.

We would like to thank all the reviewers for their time, effort, and completing their review assignments on time despite tight deadlines. Many thanks to the authors for their contributions.

January 2016

Vijayan Sugumaran
Victoria Yoon
Michael J. Shaw
The original version of the book was revised: In the original publication of this book the conference numbering was incorrect. In the subtitle “15th Workshop on e-Business” has now been corrected to “14th Workshop on e-Business”. The erratum to the book is available at https://doi.org/10.1007/978-3-319-45408-5_29
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Contents

Sentiment Analysis of Twitter Users Over Time: The Case of the Boston Bombing Tragedy .................................................. 1
Jaeung Lee, Basma Abdul Rehman, Manish Agrawal, and H. Raghav Rao

Discovering the Voice from Travelers: A Sentiment Analysis for Online Reviews .................................................. 15
Wei-Lun Chang

Design of Intelligent Agents for Supply Chain Management .................................................. 27
YoonSang Lee and Riyaz Sikora

Investigating IT Standardization Process Through the Lens of Theory of Communicative Action .................................. 40
Karthikeyan Umamathy, Sandeep Purao, and John W. Bagby

Acquiring High Quality Customer Data with Low Cost .................................................. 54
Xiaoping Liu and Xiao-Bai Li

The Mobile Internet as Antecedent for Down-Scoping Corporate Service Portfolios .................................................. 66
Claudia Loebbecke, Virpi K. Tiunainen, and Stefan Cremer

Who Is My Audience? Investigating Stakeholder Collapse in Online Social Platforms .................................................. 78
Utku Pamuksuz, Sung Won Kim, and Ramanath Subramanyam

Does Self-promotion on Social Media Boost Career? Evidence from the Market for Executives .................................. 83
Yanzhen Chen, Huaxia Rui, and Andrew B. Whinston

The Ethics of Online Social Network Forensics .................................................. 97
Jongwoo Kim, Richard Baskerville, and Yi Ding

Digital Leadership Through Service Computing: Agility Driven by Interconnected System and Business Architectures .................................................. 112
Mohan Tanniru and Jiban Khuntia

Are Online Reviewers Leaving? Heterogeneity in Reviewing Behavior .................................................. 126
Parastoo Samiei and Arvind Tripathi
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role of Web and E-Commerce in Poverty Reduction:</td>
<td>143</td>
</tr>
<tr>
<td>A Framework Based on Ecological Systems Theory</td>
<td></td>
</tr>
<tr>
<td><em>Dong-Heon Kwak and Hemant Jain</em></td>
<td></td>
</tr>
<tr>
<td>Using Text Mining Analytics to Understand IT Internal Control Weaknesses</td>
<td>155</td>
</tr>
<tr>
<td><em>Peiqin Zhang, Lucian L. Visinescu, Kexin Zhao, and Ram L. Kumar</em></td>
<td></td>
</tr>
<tr>
<td>Creating Realistic Synthetic Incident Data</td>
<td>161</td>
</tr>
<tr>
<td><em>Nico Roedder, Paul Karaenke, and Christof Weinhardt</em></td>
<td></td>
</tr>
<tr>
<td>Rumor and Truth Spreading Patterns on Social Network Sites During Social Crisis: Big Data Analytics Approach</td>
<td>166</td>
</tr>
<tr>
<td><em>Mehrdad Koohikamali and Dan J. Kim</em></td>
<td></td>
</tr>
<tr>
<td>The Big Data Analysis of the Next Generation Video Surveillance System for Public Security</td>
<td>171</td>
</tr>
<tr>
<td><em>Zheng Xu, Zhiguo Yan, Lin Mei, and Hui Zhang</em></td>
<td></td>
</tr>
<tr>
<td>Wish Lists and Shopping Carts: A Study of Visual Metaphors on Arab E-Commerce Websites</td>
<td>176</td>
</tr>
<tr>
<td><em>Divakaran Liginlal, Maryam Al-Fehani, Preetha Gopinath, and Alex Cheek</em></td>
<td></td>
</tr>
<tr>
<td>Creditworthiness Analysis in E-Financing Businesses - A Cross-Business Approach</td>
<td>181</td>
</tr>
<tr>
<td><em>Kun Liang, Zhangxi Lin, Zelin Jia, Cuiqing Jiang, and Jiangtao Qiu</em></td>
<td></td>
</tr>
<tr>
<td>Empirical Investigation of Partnership and Mediating Effect of Mode of Partnership on Innovation Outcome of IT Firms</td>
<td>186</td>
</tr>
<tr>
<td><em>Ashish Kumar Jha and Indranil Bose</em></td>
<td></td>
</tr>
<tr>
<td>Privacy Calculus Theory and Its Applicability for Emerging Technologies</td>
<td>191</td>
</tr>
<tr>
<td><em>Adrija Majumdar and Indranil Bose</em></td>
<td></td>
</tr>
<tr>
<td>An IT Risk-Return Model to Study IT Governance of Indian Firms.</td>
<td>196</td>
</tr>
<tr>
<td><em>Manas Tripathi, Arunabha Mukhopadhyay, and Indranil Bose</em></td>
<td></td>
</tr>
<tr>
<td>Use of Ontologies in Information Systems Development</td>
<td>202</td>
</tr>
<tr>
<td><em>Osama Bassam J. Rabie and Heinz Roland Weistroffer</em></td>
<td></td>
</tr>
<tr>
<td>Framework for Using New Age Technology to Increase Effectiveness of Project Communication for Outsourced IT Projects Executed from Offshore</td>
<td>207</td>
</tr>
<tr>
<td><em>Suparna Dhar and Indranil Bose</em></td>
<td></td>
</tr>
</tbody>
</table>