PROGRAMME (as at 10 Mar 2015)

Day One: Saturday, 14 March 2015

8.00am    Registration
Venue : Function Room 6.1, Level 6, Administration Building
         Singapore Management University (SMU) Administration Building
         81 Victoria Street, Singapore 188065

8.30am    WELCOME REMARKS
Professor Robert J. Kauffman
BCSI 2015 Co-Chair,
Associate Dean (SIS Interdisciplinary Research), and
Deputy Director, Living Analytics Research Centre
Singapore Management University

8.40am    OPENING REMARKS
Professor Steve Miller
Vice Provost (Research), and
Dean, School of Information Systems
Singapore Management University

9.00am    OPENING KEYNOTE ADDRESS
Policy Analytics for the Business, Consumer and Social Insights Space:
A Management Science and Economics View
Associate Professor Thomas A. Weber
Chair of Operations, Economics and Strategy
École Polytechnique Fédérale de Lausanne, Switzerland

10.00am   Tea/Coffee
Venue : University Lounge, Level 6, Administration Building
10.15am  Research 1A : Electricity and Urban Analytics  
Venue : Function Room 6.1, Level 6, Administration Building  
Chair : Costas Courcoubetis  
Professor of Engineering Systems and Design  
Singapore University of Technology and Design  
Presentations :  
Electricity Trading and Negative Prices: Storage Versus Disposal  
Zhou Yangfang, Helen  
Assistant Professor of Operations Management  
Lee Kong Chian School of Business  
Singapore Management University  
Smartphone-Enabled Urban Solutions: Mobility-on-Demand and Mobility-as-a-Service  
Cheng Shih-Fen  
Associate Professor of Information Systems, and  
Deputy Director, Fujitsu-SMU Urban Computing and Engineering (UNiCEN) Corp. Lab  
School of Information Systems  
Singapore Management University  

Research 1B : Future Perspectives  
Venue : Executive Seminar Room 4.1, Level 4, Administration Building  
Chair : Alexis Tsoukiàs, Université Paris Dauphine, France  
Presentations :  
Reinventing Service Systems for the Future  
Sarah Cheah Lai Yin  
Associate Professor (Practice)  
School of Business  
National University of Singapore  
Yang Yinping  
Scientist and Capability Group Manager  
Institute of High Performance Computing  
Agency for Science, Technology and Research (A*STAR), Singapore  
Discussant : Robert J. Kauffman  
Professor of Information Systems  
Associate Dean (SIS Interdisciplinary Research)  
Deputy Director, Living Analytics Research Centre  
Singapore Management University  

11.45am  Lunch  
Venue : University Lounge, Level 6, Administration Building
1.15pm  **Research 2A : Technology, Economics and Policy**
Venue: Function Room 6.1, Level 6, Administration Building

Chair: Kevin Chiang, City University of Hong Kong, China

**Presentations**
- *Managing Seller Heterogeneity in an Online Marketplace*
  Lin Mei
  Assistant Professor of Information Systems
  School of Information Systems
  Singapore Management University

- *Patent Competition with Licensing*
  Ko Chiu Yu
  Assistant Professor of Economics
  Department of Economics
  National University of Singapore

**Research 2B : Social Media and Marketing Analytics**
Venue: Executive Seminar Room 4.1, Level 4, Administration Building

Chair: Pulak Ghosh
  Professor of Quantitative Methods and Information Systems
  Indian Institute of Management Bangalore, and
  Singapore Management University

**Presentations**
- *Social Media Mining and Analysis for Business and Consumer Insights*
  Zhu Feida
  Assistant Professor of Information Systems
  School of Information Systems
  Singapore Management University

- *Showrooming Versus Competing: How Does Brand Selection Matter?*
  Tang Qian
  Assistant Professor of Information Systems
  School of Information Systems
  Singapore Management University

2.45pm  **Break**
3.00pm  Research 3A : Consumer Behavior and Marketing  
Venue : Function Room 6.1, Level 6, Administration Building  
Chair : Tang Qian  
Assistant Professor of Information Systems  
School of Information Systems  
Singapore Management University  
Presentations :  
Customer Satisfaction, Costs, and the Moderating Role of Investor Sentiment  
Kapil R. Tuli  
Associate Professor of Marketing  
Lee Kong Chian School of Business  
Singapore Management University  
Who Should Get Samples? A Test of Consumer Heterogeneity in an Online Physical Product Sampling Campaign  
Lu Xianghua  
Associate Professor of Information Management  
School of Management  
Fudan University, China  

Research 3B : Urban Analytics  
Venue : Executive Seminar Room 4.1, Level 4, Administration Building  
Chair : Associate Professor Thomas Weber  
Chair of Operations, Economics and Strategy  
École Polytechnique Fédérale de Lausanne, Switzerland  
Presentations :  
DIRECT: A Scalable Approach for Route Guidance in Selfish Orienteering Problems  
Pradeep Varakantham  
Assistant Professor of Information Systems  
School of Information Systems  
Singapore Management University  
Social and Economic Policy Issues for Net Neutrality  
Costas Courcoubetis  
Professor of Engineering Systems and Design  
Singapore University of Technology and Design  

4.30pm  Coffee/Tea
4.45pm  PANEL DISCUSSION
Innovation from Interdisciplinarity: How Do We Achieve Advances in Business, Consumer and Social Insights Data Analytics Research?
Venue  : Function Room 6.1, Level 6, Administration Building
Chair  : Pulak Ghosh
   Professor of Quantitative Methods and Information Systems
   Indian Institute of Management Bangalore, and
   Singapore Management University
Panellists : Lau Hoong Chuin
   Professor of Information Systems,
   Director, Fujitsu-SMU Urban Computing & Engineering Corp Lab, and
   Deputy Director, Living Analytics Research Centre
   Singapore Management University
   Costas Courcoubetis
   Professor of Engineering Systems and Design
   Singapore University of Technology and Design
   Robert J. Kauffman
   Professor of Information Systems
   Associate Dean (SIS Interdisciplinary Research), and
   Deputy Director, Living Analytics Research Centre
   Singapore Management University

5.45pm  End of Day One of Workshop

6.15pm  Workshop Dinner
Venue  : Straits Café, Rendezvous Hotel

8.00pm  End of Dinner
Day Two: Sunday, 15 March 2015

8.00am  Registration
Venue : Function Room 6.1, Level 6, Administration Building
         Singapore Management University (SMU) Administration Building
         81 Victoria Street, Singapore 188065

8.30am  Research 4A : Innovations for Platforms and Markets
Venue : Function Room 6.1, Level 6, Administration Building
Chair : Guo Zhiling
        Associate Professor of Information Systems
        Singapore Management University

Presentations : Making Recommendations in Crowdsourcing Contests
Mo Jiahui
Assistant Professor of Information Technology
Nanyang Business School
Nanyang Technological University

Toward Mechanisms for Faster Settlement on the Payment Platform: Design Choices and Policy Analytics
Ma Dan
Assistant Professor of Information Systems
School of Information Systems
Singapore Management University

Research 4B : PhD Student Presentations
Venue : Function Room 4.1, Level 4, Administration Building
Chair : Kim Youngsoo
        Assistant Professor of Information Systems
        School of Information Systems
        Singapore Management University

Presentations : I Want To Be Famous: Multidimensional Sports Star Modeling and Star Power Analytics
Ren Jing
School of Information Systems
Singapore Management University

The Making of Entrepreneurs from the IT Industry: Evidences from a Quasi-Experimental Design
Chen Qing
School of Computing
National University of Singapore
Product Competition with Network Effects  
Chen Cen  
School of Information Systems  
Singapore Management University  

The Monetary Value of Twitter Followers: Evidence from NBA Players  
Li Zhuolun  
School of Computing  
National University of Singapore  

Discussants: Liu Na  
Research Fellow  
TCS-SMU iCity Lab  
School of Information Systems  
Singapore Management University  

Martin Yu  
Research Fellow  
School of Information Systems  
Singapore Management University  

10.00am Tea/Coffee  
Venue: University Lounge, Level 6, Administration Building  

10.15am Research 5A: Video and Social Media Analytics  
Venue: Function Room 6.1, Level 6, Administration Building  

Chair: Jamal Atif  
Professor of Computer Science  
LAMSADE  
Université Paris Dauphine, France  

Presentations:  
Video Annotation: The New Frontier of Big Video Analytics  
Shen Jialie  
Assistant Professor of Information Systems  
School of Information Systems  
Singapore Management University  

Triggering Individual Attention Based on Common Topic Modelling for a Circle of Friends  
Dai Bing Tian  
Research Scientist  
Living Analytics Research Centre  
Singapore Management University
Research 5B: Data Analytics for Business and Social Value

Venue: Function Room 4.1, Level 4, Administration Building

Chair: Ma Dan
Assistant Professor of Information Systems
School of Information Systems
Singapore Management University

Presentations:
- The Knowledge Accumulation and Transfer in Open-Source Software Development
  Kim Youngsoo
  Assistant Professor of Information Systems
  School of Information Systems
  Singapore Management University

- Big Data Analytics for Social Value Creation
  Pulak Ghosh
  Professor of Quantitative Methods and Information Systems
  Indian Institute of Management Bangalore, and
  Visiting Professor of Information Systems
  Singapore Management University

11.45am  Lunch
Venue: University Lounge, Level 6, Administration Building

1.15pm  Research 6A: Analytics Involving Data Mining and Machine Learning

Venue: Function Room 6.1, Level 6, Administration Building

Chair: Shen Jialie
Assistant Professor of Information Systems
School of Information Systems
Singapore Management University

Presentations:
- Machine Learning Application to Urban Analytics
  Jamal Atif
  Professor of Computer Science
  LAMSADE
  Université Paris Dauphine, France

- Machine Learning for Mining Big Data to Achieve Informed Policy-Making
  Steven Hoi
  Associate Professor of Information Systems
  School of Information Systems
  Singapore Management University
**Research 6B** : Urban and Spatial Analytics  
**Venue** : Function Room 4.1, Level 4, Administration Building  
**Chair** : Lin Mei  
Assistant Professor of Information Systems  
School of Information Systems  
Singapore Management University  

**Presentations** : Sentiment Classification of Web Data and Its Application to Public Transportation  
Wang Zhaoxia  
Social and Cognitive Computing Department  
Institute of High Performance Computing  
Agency for Science, Technology and Research (A*STAR), Singapore  

Web-based GeoVisual Analytics Regionalisation Toolkit for Policy Analytics  
Kam Tin Seong  
Associate Professor of Information Systems (Practice)  
School of Information Systems  
Singapore Management University  

2.45pm  
**Best Presentation Awards**  

3.00pm  
**CLOSING KEYNOTE ADDRESS AND DISCUSSION**  
Beyond Data Analytics: Evidence-based Policy-Making and Policy Analytics  
**Venue** : Function Room 6.1, Level 6, Administration Building  
**Speaker** : Alexis Tsoukiás  
Director, LAMSADE  
Université Paris Dauphine, France  
**Discussant** : Rob Kauffman  
Professor of Information Systems  
Deputy Director, Living Analytics Research Centre  
Singapore Management University  

4.00pm  
End of Day Two Workshop  

4.30pm  
**Singapore River Cruise**  

5.30pm  
End of Singapore River Cruise  

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