

## **Mini-Track Introduction: Strategy, Information, Technology, Economics, and Society (SITES)**

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This year's mini-track features papers on long-standing and new issues for SITES. They employ a broad range of methods tackling issues of significant societal interest in the private and public sectors.

The first session showcases research with the general theme of "Online Perception." Brad Greenwood, Idris Adjerid and Corey Angst contribute "How Unbecoming of You: Gender Biases in Perceptions of Ridesharing Performance." The authors assess the extent to which consumers' post-service perceptions of ride quality are subject to rating differences for male and female service providers. Jooyoung Park and Keongtae Kim, in "The Role of Beauty in Donation Crowdfunding," employ an experiment to show that male donors give higher amounts to more attractive female recipients due to their apparent preference for beauty in recipients. Patricia Moravec, Antino Kim, Alan Dennis and Randall Minas' paper asks: "Do You Really Know If It's True? How Asking Users to Rate Stories Affects Beliefs in Fake News on Social Media." They report that social media users were more likely to believe articles that agreed with their viewpoints; asking them to rate articles led to more critical thinking about the contributions' truthfulness.

The second session covers new work on "Outsourcing, Banking and Advertising." He Huang, Minhui Hu, Rob Kauffman and Hongyan Xu examine how to optimize the "Renegotiation of Software Outsourcing Contracts," including time-and-materials as well as fixed-price contracts on development and testing. They report that renegotiation incentivizes better effort on a provider's part, especially when the latter enjoys greater bargaining power. Shu Han, Shaheem Hasan and Christopher Tucci, in "IT and the Cost of Bank Loans: An Empirical Investigation," find that IT investments improved firm competitive ability and seem to have permitted them to obtain lower interest rates on loans from banks during the 1991 to 2006 pre-Financial Crash period. Finally, Thomas A. Weber's "Dynamic Learning in Markets: Pricing, Advertising, and Information Acquisition" dissects the impacts of advertising and information

acquisition on a firm's profitability and pricing decisions from a theoretical viewpoint. He finds that information investments can have substantial similarities to capital investments.

The third session, "Social-Media Economics," starts with "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," by Shu He, Shun-Yang Lee and Huaxia Rui. They implemented a randomized field experiment on private and public social media communication, and report that firms tend to prioritize feedback to private complaints over public criticisms, comparing their respective response rates and reaction times. Bin Wang, Diego Escobari and Xiaopeng Wang's submission, "Social Networks in Online Peer-to-Peer Lending: The Case of Event-Type Ties as Pipes and Prisms," goes beyond the analysis of dyadic network links such as online friendship. Indeed, they examine how borrower-partner and borrower-team event-type ties affect lender behavior and loan success in P2P lending. Then Eunae Yoo, Eliot Rabinovich and Bin Gu present "Competition and Coopetition among Social Media Content," and model parallel Twitter feeds in terms of self-exciting point processes. They discuss model identification and interactions between cascades which can either amplify or attenuate each other, effects that the authors refer to as feed coopetition and competition, respectively.

The fourth session focuses on 'Sharing-Economy Platforms and Cybersecurity.' Authors Yue Guo, Xiaotong Li and Xiaohua Zeng are this year's SITES Minitrack's best-paper nominees for their research on "Network Effects, Consumer Expectations and Ride-Hailing Rivalries: How Platform Entries Influence New Car Sales." They find that the expansion of a 1-year to a 3-year period for the analysis of Didi Chuxing's expansion uncovered a decline in new auto sales in China, despite earlier claims of a short-term sales increase. Eric Clemons, Ionna Constantiou, Attila Marton and Virppi Tuunainen ask about "Platforms in the Sharing Economy: Does Business Strategy Determine Platform Structure?" They test three newly-vulnerable markets hypotheses

about 100 sharing economy firms for whether: (1) they attack mature markets; (2) follow Porter's strategies of pursuing a price advantage or a differentiation advantage; and (3) the platforms that support differentiation-based strategies provide more information to users than those that support cost-based strategies. The session concludes with a visionary presentation by Andrew B. Whinston on "A New Research Direction in Information Systems Research."

The mini-track closes with research about "Health-Related IT Issues." Yongjin Park, Youngsok Bang and Juhee Kwon present "The Effects of Health IT Adoption on Hospital Readmission

Reduction: Evidence from U.S. Panel Data." Based on U.S. data, they analyze spillover effects of hospital EDI and clinical DSS adoption on readmission rates for heart failure, and find that hospital readmission rates are negatively affected by neighboring hospitals' health IT adoption. Finally, Danish Saifee, Indranil Bardhan, Atanu Lahiri and Zhijiang Zheng, in "Care Quality, Technology Use, and Online Patient Perception," find that the online reviews of a physician do not reflect the actual quality of care on offer, in terms of adherence to care guidelines; it also finds that by contrast, online reviews capture IT efficiency improvements (through adoption of electronic health records) quite well.