

## Mini-Track Intro: Strategy, Information, Technology, Economics, and Society

*Eric K. Clemons, Rajiv M. Dewan, Robert J. Kauffman and Thomas A. Weber*

This 30<sup>th</sup> anniversary mini-track deals with a cross-section of topics, for which it has become known over the past decades. This year's papers analyze important trends in IT, social networks, information economics, and the impacts these developments have on society.

The first session focuses on networked-based incentives and economic behavior. In "Effects of Donor and Supporter-Based Campaign Networks on Crowdfunding Campaign Success," Bin Wang, Babajide Osatuyi, and Wanrong Hou explore network structure influence on crowdfunding campaign success. Structural characteristics such as network centrality were better success indicators than social media sharing behavior. Shujing Sun and Huaxia Rui's "Link Formation on Twitter: The Role of Achieved Status and Value Homophily" discusses individuals' tendency to group with similar others on Twitter. Homophily is accepted as a key determinant for offline affinity, but its measurement online requires new techniques. Finally, in "Incentive Provision and Pro-Social Behaviors," Dandan Qiao, Shun-Yang Lee, Andrew Whinston, and Qiang Wei examine the effect of extrinsic incentives on altruistic behavior. Based on a linguistic analysis of plain-text reviews at Amazon, they are able to separate long-term and short-term impacts of reviewer rewards.

The second session features papers on the economics of information acquisition and provision, from a firm's and a consumer's viewpoint. In "Decomposing the Impact of Credit Card Promotions on Consumer Behavior and Merchant Performance," Dan Geng and Robert Kauffman show that, while premium merchants with higher sales are better at attracting customers with promotions, it remains difficult to influence those customers who spend the most. Yet, card-based promotional cooperation between banks and merchants is effective at increasing overall transaction volume, for the banks that offer the promotions and others in the same competitive marketplace. The second paper, by Rajiv Mukherjee, on "Product Introduction Strategies in the Age of Social Media" deals with strategic preannouncements accompanying the introduction of new products in the presence of positive network effects. Given its private information about the success of an innovation effort, an incumbent's preference for strategic preannouncements will depend on unbiased public information available to consumers and a differentiated high-performance competitor, as well as on the strength of the network externalities. The session con-

cludes with "Borrowers' Self-Disclosure of Social Media Information in P2P Lending" by Ruyi Ge, Bin Gu, and Juan Feng. The authors identify social media-based predictors for creditworthiness and default.

The third session addresses social issues ranging from sharing via online hacking to intensive medical care. In a paper on "Controlling and Pricing Shareability," Thomas Weber explores how a firm may wish (or not) to exploit the fact that consumers have the option to share its products, such as a train ticket or a piece of software, on a secondary sharing market by charging a sharing tariff after user authorization. Next, Qihong Wang, Leting Zhang, and Mengke Qiao provide an approach to empirically classify hackers' intent. In "Online Hacker Forum Censorship: Would Banning the Bad Guys Attract Good Guys?" they conclude that banning online discussion forums about malicious attacks is a two-edged sword, decreasing attacks but lowering self-help related to protection. Ozden Engin Cakici, Rajiv Dewan, and Marshall Freimer conclude the session with "Patient Choice in Acute Care." The authors analyze self-triage by strategic patients reporting to a chosen urgency level and find that non-invasive real-time health-indicator measurements have the potential to improve the triage significantly.

The final session features a presentation by the mini-track's founder, Eric Clemons, on techniques for generating customer loyalty in a market for horizontally-differentiated goods with many attributes. In "A Preliminary Test of the Resonance Marketing Hypothesis: Guidance for Future Research Assessing Multi-Attribute Preferences in Horizontal Competition," Clemons and Josh Wilson present three hypotheses about consumer shopping in an era of near-perfect online information about products: the Trial Hypothesis, the Verifiability Hypothesis, and the Rational Adoption Hypothesis. They report on the challenges of their experimental testing, and how different consumer responses can be. The mini-track's anniversary edition is concluded by a panel discussion, featuring all of its co-chairs, on "30 Years of Strategy, Information, Technology, Economics, and Society Research: Visions for the Road Ahead."

The papers by Wang, Osatuyi, and Hou on predicting crowdfunding campaign success and by Weber on aftermarket control of a good's shareability were selected as this year's best-paper award nominees. They are at the state-of-the-art of research in their areas.