

Mini-Track Introduction: Information Economics, Competition, Regulation, Law and Society

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This mini-track is informed by the most modern thinking in information economics and competitive strategy, and includes many interdisciplinary applications of IS and technology.

The opening session showcases research on broadband Internet services, cable TV adoption, and cross-carriage disputes in digital entertainment. The first paper, “How Can Substitution and Complementarity Effects Be Leveraged for Broadband Internet Service Strategy?” by Gwangjae Jung, Youngsoo Kim and Robert J. Kauffman, examines how fixed-line and mobile phone-based Internet services substitute for and complement one another since smartphones became available. Then, Stan Liebowitz and Alejandro Zentner, in “The Internet as a Celestial TiVo: What Can We Learn from Cable Television Adoption?” assess the impact of increased variety due to the Internet on the amount of time households devote to viewing TV. In the final paper, Frank MacCrory and Shivendu Shivendu ask: “Is IPTV the Solution to the All-Too-Common Carriage Disputes in Media?” They study contractual aspects of the relationships between TV networks and media distributors and explain why carriage disputes seem to be occurring more frequently than before.

The second session shifts to research on healthcare IT, e-commerce and stock market valuation of IT. In “The Role of Disseminative Ability in HIT Adoption: An Empirical Analysis,” Deb Dey, Atanu Lahiri and Gang Peng use hospital data to analyze the absorptive and disseminative capacity of IT adopters to explain why healthcare IT adoption has been slow. Then, in “Elimination by Aspects in Electronic Commerce: Evidence from Online Marketplaces and Implications for Empirical Model Specification,” Mohan Wang, Bin Gu and Qiang Ye explore consumer use of the “elimination by aspects” decision heuristic to understand how seller reputation influences online product sales. Finally, Xueming Luo, Bin Gu and Cheng Zhang study “IT Investments and Stock Market Value: The Mediating Role of Stock Analysts.” They assess how stock market analysts help financial markets to understand the characteristics and nuances of IT investments relative to the value they are able to create.

The third session focuses on social media and social networks. In “Evaluating Electronic Market Designs: The Effect of Competitive Arousal and Social Facilita-

tion in Electronic Group Buying,” Martin Yu, Karl Lang and Alexander Pelaez use an experiment to determine how the formation of social buying groups with time pressure to participate is affected by the arousal of consumers’ competitive spirit. Then, in “News Processing During Speculative Bubbles: Evidence from the Oil Market,” Stefan Feuerriegel, Max Lampe and Dirk Neumann use a Markov-regime switching model to evaluate how news reception evolves in “boom or bust” markets, associated with the burst of economic and market bubbles. The last paper is “Product Versus Non-Product-Oriented Social Media Platforms: Online Consumer Opinion Composition and Evolution,” by Jianxong Huang, Wai Fong Boh and Kim Huat Goh. They show that product-oriented social media draw polarized opinions, and that opinion convergence occurs for both kinds of social media.

Three papers complete the full-day mini-track. Thomas A. Weber’s contribution is “Collaborative Housing and the Intermediation of Moral Hazard.” He discusses how an intermediary can separate the profit-maximization and agency problems to implement a first-best outcome with virtually complete surplus extraction in short-term housing markets. Next, Xianjun Geng, Lihui Lin and Andrew B. Whinston evaluate “Incentive Issues and Solution Mechanisms for Knowledge Transfer with Enterprise 2.0 Technologies.” They analyze ways to promote transfer of truthful knowledge in enterprise-based social media with a probabilistic auditing mechanism. The mini-track closes with “Investigations into Consumer Preferences Concerning Privacy: An Initial Step Towards the Development of Modern and Consistent Privacy Protections around the Globe,” by Steve Barnett, Eric K. Clemons, James Hwang, Fujie Jin, Christian Matt and Josh Wilson. The authors propose that regulatory confusion can be mitigated by applying basic principles of uniform protection, and that information privacy regulation can be based on what consumers really want – as opposed to what regulators want them to accept.

We nominated two papers for the best paper award: (1) Weber’s “Collaborative Housing and the Intermediation of Moral Hazard,” and (2) MacCrory and Shivendu’s “Is IPTV the Solution to the All-Too-Common Carriage Disputes in Media?” They explore issues that move this mini-track’s agenda forward.