

**China Workshop on Economics of Information Systems Theory (CWEIST) 2021  
June 28 Beijing Time**

**Registration Link:** <https://www.wjx.cn/vj/eIIfnw3.aspx> (Please register before June 26, 2021)

**Program Overview**

**June 28, 2021 (Morning)**

<b>Beijing Time</b>	<b>Event Meeting ID: 438 366 477</b> <b>Meeting link: <a href="https://meeting.tencent.com/s/WYIFsdVNPCE3">https://meeting.tencent.com/s/WYIFsdVNPCE3</a></b>
8:00-8:05am	Welcome remarks
8:05-8:50am	<i>B2B Platform Service Innovation: Pricing and Bidirectional VAS Investment with Cost Multiformity</i> Liwen Hou, Kai Yu* and Ling Xue Discussant: James Zhang
8:50-8:55am	Break
8:55-9:40am	<i>Investor Attention and Crowdfunding Performance</i> Lin Hu*, Kun Li, Zhenhua Wu and Bin Gu Discussant: Lihui Lin
9:40-9:45am	Break
9:45-10:30am	<i>Agency or Wholesale? The Role of Retail Pass-Through</i> Honggang Hu*, Quan Zheng and Xiajun Pan Discussant: Qingning Cao
10:30-10:35am	Break
10:35-11:20am	<i>Microtasking in Self-Improvement Programs</i> Yi Gao*, Hong Guo, Dengpan Liu, De Liu and Xuying Zhao Discussant: Zhiling Guo
11:20-11:25am	Break
11:25-11:55am	<i>Social Event: what is your research?</i> Presenters: Lai Wei (Shanghai Jiaotong), Yifan Dou (Fudan)

**June 28, 2021 (Evening)**

<b>Beijing Time</b>	<b>Event Meeting ID: 562 325 783</b> <b>Meeting link: <a href="https://meeting.tencent.com/s/hToh3xJB4u9A">https://meeting.tencent.com/s/hToh3xJB4u9A</a></b>
8:00-8:45pm	<i>Should a Content Platform Create its Own Contents? Incentives of the Platform, Responses of 3rd-Party Producers, and Product Values</i> Zhen Yan, Haiyang Feng*, Zhengrui Jiang and Minqiang Li Discussant: Hong Xu
8:45-8:50pm	Break
8:50-9:35pm	<i>Carrot or Stick? An Economic Analysis of Online Ad Fraud Deterrence</i> Min Chen, Subodha Kumar, Abhishek Ray* Discussant: Yipeng Liu
9:35-9:40pm	Break

9:40-10:25pm	<i>Review for Credence Good: A Blessing or Curse?</i> Yang Liu, Juan Feng*, Jinhong Xie Discussant: Jie Zhang
10:25-10:30pm	Break
10:30-11:15pm	<i>Platform Integration, First-party Advantage and Third-party Content Creation</i> Zenan Chen* and Soumya Sen Discussant: Geng Sun
11:15-11:20pm	Concluding remarks

\* presenter of the paper

**Note:** The workshop will use Tencent Meeting (which has an International version called VooV meeting). Please install a Tencent Meeting (if you're in mainland China) or VooV Meeting client (if you are outside of mainland China) on your device. Instruction for installing VooV Meeting can be found at: [http://2021.cswimworkshop.org/wp-content/uploads/2021/05/CSWIM2021\\_VooV\\_Instruction.pdf](http://2021.cswimworkshop.org/wp-content/uploads/2021/05/CSWIM2021_VooV_Instruction.pdf).