

China Workshop on Economics of Information Systems Theory (CWEIST 2023)
Ramada Plaza by WYNDHAM Changsha Wangcheng (Conference Hotel), Changsha, China

Program Overview

June 22, 2023 (Thursday)		
Time	Event	Location
14:00pm-19:00pm	Registration	Hotel Lobby
18:00pm-20:00pm	Reception	2 nd -Floor Western Restaurant 二楼西餐厅
June 23, 2023 (Friday)		
Time	Event	Location
8:00am-12:00pm	Registration	No. 1 Conference Room 第一会议室
8:30am-8:40am	Welcome Remarks	
8:40am-9:40am	<i>On-Platform Advertising by Content Creators</i> Xu Zhang; Yifan Dou* Discussant: Jie Zhang	
9:40am-10:40am	<i>Consumer Privacy Concerns, Multihoming, and Platform Competition in Two-sided Markets</i> Xin Zhang*; Hong Xu; Wei T. Yue; Yugang Yu Discussant: Shengli Li	
10:40am-11:00am	Coffee Break	
11:00am-12:00pm	<i>Leveraging Strategic Consumer Behavior in Consumer-to-Consumer Resale: From Economic and Environmental Perspectives</i> Chen Pang*; Gang Li; Li Jiang Discussant: Qingning Cao	
12:00pm-1:30pm	Lunch Buffet	2 nd -Floor Western Restaurant 二楼西餐厅
1:30pm-2:30pm	<i>Live Promotion and Information Design</i> Lin Hu*; Xueyan Yin; Juan Feng Discussant: Zhe (James) Zhang	No. 1 Conference Room 第一会议室
2:30pm-3:30pm	<i>Turning Content Creators into Partners: Economics of Platform-led Affiliate Marketing</i> Meilin Gu*; Dengpan Liu; Subodha Kumar Discussant: Chao Ding	
3:30pm-3:45pm	Coffee Break	
3:45pm-5:45pm	Poster Session (with Poster Slam Presentation at the Beginning)	
6:00pm-9:00pm	Dinner	3 rd -Floor Multipurpose Hall 三楼多功能厅

* : presenter of the paper

List of Papers in the Poster Session (by the order of Poster Slam presentation):

1. *Is “Choose One” Profitable? User Homing Restriction in Platform Competition with Differentiated Digital Analytics Service Technologies*
He Liu*; Yi Wei; Shouyang Wang
2. *Blockchain-enabled Traceability System Adoption for Perishable-goods O2O Mode*
Shuai Zhao*; Wenli Li
3. *Optimizing Distribution Schema of Information Products through Pricing Strategy and Engineering Network Effect in Two-sided Market*
Wei Li*
4. *Portrait the Effects of Online Advertising and Consumer Engagement on Social Media Platform*
Yan Wang*
5. *Pricing Strategies of Online Music Platforms in Two-sided Market*
Menglei Kong*; Zhong Yao; Yunfei Dong
6. *Examine the Co-opetition Dynamics under Vertical Differentiation in the Platform Economy*
Ziyi Wang; Yu-chen Yang*; Hao Ying; Yong Jin; Li-Ya Lin
7. *When Should Manufacturer Use E-commerce Platform’s IoT Infrastructure? The Role of Data Pricing Right and Consumer Privacy Concern*
Peng Wang*; Can Sun; Zhe Zhang
8. *Why Do Some Brands Welcome Daigou and Some Brands Do Not?*
Yonghong Sun*; Zhendong Pan
9. *Blockchain Technology and Seller Competition on E-commerce Platforms*
Yu Jiang; Yonghua Ji; Xianjun Geng*
10. *The Impact of Streamers on the Video Game Industry*
Kay-Yut Chen; Jie Zhang*; Jiang Hu; Jian-Ren Hou

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