

Association for Information Systems

AIS/ICIS  
25<sup>th</sup> International Conference on  
Information Systems  
2004

December 12 – 15, 2004  
Washington, D.C., USA

Volume 1 of 2

Printed from e-media with permission by:

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571  
[www.proceedings.com](http://www.proceedings.com)

ISBN: 978-1-60423-735-1

Some format issues inherent in the e-media version may also appear in this print version.



## **TABLE OF CONTENTS**

### **VOLUME 1**

<b>Customer and Network Value of Mobile Services: Balancing Requirements and Strategic Interests .....</b>	1
<i>Timber Haaker, Harry Bouwman, Edward Faber</i>	
<b>A Model of Portal Competition in the Presence of Privacy Concerns: Strategic and Welfare Implications .....</b>	15
<i>Ramnath K. Chellappa and Raymond Sin</i>	
<b>Myth and Dissymmetry in the Use of Information Technology .....</b>	28
<i>Stephen S. Corea</i>	
<b>Community Learning in Information Technology Fashion .....</b>	38
<i>Ping Wang, Neil Ramiller</i>	
<b>Adoption and Diffusion of Information Technology in Early Childhood Pedagogy: Crossing the Invisible Chasm .....</b>	52
<i>Hung-Pheng Tan, Michael T. K. Tan</i>	
<b>Antecedents of the Adoption of E-Payment Services in the Public Sector .....</b>	64
<i>Horst Treiblmaier, Andreas Pinterits,</i>	
<b>How Does Your Model Grow? An Empirical Investigation of the Effects of Ontological Clarity and Application Domain Size on Query Performance.....</b>	75
<i>Paul L. Bowen, Robert A. O'Farrell, and Fiona H. Rohde</i>	
<b>Process Logic for Verifying the Correctness of Business Process Models .....</b>	89
<i>Henry H. Bi, J. Leon Zhao</i>	
<b>Enhancing the Commitment to Virtual Community: A Belief and Feeling Based Approach.....</b>	99
<i>Sumeet Gupta, Hee-Woong Kim</i>	
<b>Using Communication Norms for Coordination: Evidence from a Distributed Team .....</b>	112
<i>Tanu Ghosh, JoAnne Yates, Wanda J. Orlikowski</i>	
<b>Exploring the Impact of a Context-Aware Application for In-Car Use .....</b>	125
<i>Carl Magnus Olsson</i>	
<b>Analysis of Competing Data Structures: Does Ontological Clarity Produce Better End-User Query Performance? .....</b>	136
<i>Paul L. Bowen, Robert A. O'Farrell, Fiona H. Rohde</i>	
<b>An Empirical Study of the Inhibitors of Technology Usage.....</b>	151
<i>Ronald T. Cenfetelli</i>	
<b>The Implementation of Mobile Technology in Organizations: Expanding Individual Use Contexts.....</b>	165
<i>Helana Scheepers, Rens Scheepers</i>	
<b>Theoretical and Practical Complexity of Unified Modeling Language: Delphi Study and Metrics Analyses.....</b>	176
<i>John Erickson, Keng Siau</i>	
<b>OOREA: An Object-Oriented Resources, Events, Agents Model for Enterprise Systems Design.....</b>	188
<i>Uday S. Murthy, Casper E. Wiggins, Jr.</i>	

<b>Unveiling User Characteristics in Virtual Communities and the Impact on E-Commerce .....</b>	200
<i>Yong Jin Kim, Jaeki Song</i>	
<b>Factors Impacting E-Government Development.....</b>	213
<i>Keng Siau, Yuan Long</i>	
<b>International Diversification, Knowledge Capabilities, Corporate Performance, and the Paradox of Resource Mobility .....</b>	226
<i>Yulin Fang, Michael Wade</i>	
<b>Does Information Technology Always Lead to Better Firm Performance? The Role of Environmental Dynamism .....</b>	239
<i>Ying Lu, K. (Ram) Ramamurthy</i>	
<b>Implementation of Configurable Information Systems: Negotiations between Global Principles and Local Contexts.....</b>	252
<i>Marlei Pozzebon, Alain Pinsonneault</i>	
<b>The Interaction of Research Methods for System Evaluation and Theory Testing: A New Vision of the Benefits of Multi-Methodological Information Systems Research .....</b>	266
<i>Jinwei Cao, Ming Lin, Janna M. Crews, Amit Deokar, Judee K. Burgoon</i>	
<b>Love at First Sight or Sustained Effect? The Role of Perceived Affective Quality on Users' Cognitive Reactions to Information Technology.....</b>	271
<i>Ping Zhang, Na Li</i>	
<b>Understanding the Balanced Effects of Belief and Feeling on Information Systems Continuance .....</b>	284
<i>Hee-Woong Kim, Hock Chuan Chan, Yee Pia Chan, and Sumeet Gupta</i>	
<b>How Many Vendors Does it Take to Change a Light Bulb? Mitigating the Risks of Resource Dependence in Information Technology Outsourcing.....</b>	297
<i>Rui Huang, Shaila Miranda, Jae-Nam Lee</i>	
<b>Management of Information Technology Outsourcing Relationships: The Role of Service Level Agreements.....</b>	310
<i>Jahyun Goo, Rajiv Kishore, H. R. Rao</i>	
<b>Exploring the Supply-Side of Web Services: The Need for Market Positioning .....</b>	324
<i>Wendie L. Currie, Mihir Parikh</i>	
<b>Strategic Action Repertoires and Performance of Firms in the Internet Industry.....</b>	335
<i>Samer Faraj, Sanjay Gosain, Mani Subramani</i>	
<b>Information Technology and Product Variety: Evidence from Panel Data.....</b>	349
<i>Guodong Gao, Lorin M. Hitt</i>	
<b>Exploring the Value of Online Reviews to Organizations: Implications for Revenue Forecasting and Planning .....</b>	363
<i>Chrysanthos Dellarocas, Neveen Farag Awad, Xiaoquan (Michael) Zhang</i>	
<b>Putting Numbers on Intangible Benefits.....</b>	371
<i>Amitava Dutta</i>	
<b>The Development, Testing, and Release of Software Systems in the Internet Age: A Generalized Analytical Model .....</b>	383
<i>Rahul Roy, Amitava Bagchi</i>	
<b>Membership Dynamics and Network Stability in the Open-Source Community: The Ising Perspective,” “Membership Dynamics and Network Stability in the Open-Source Community: The Ising Perspective.....</b>	397
<i>Wonseok Oh, Sangyong Jeon</i>	
<b>The Influence of Network Governance Factors on Success in Open Source Software Development Projects .....</b>	410
<i>Glen W. Sagers</i>	

<b>Alignment in Enterprise Systems Implementations: The Role of Ontological Distance.....</b>	422
<i>Michael Rosemann, Iris Vessey, Ron A. G. Weber</i>	
<b>A Factor and Structural Equation Analysis of the Enterprise Systems Success Measurement Model .....</b>	431
<i>Darshana Sedera, Guy Gable</i>	
<b>"Mechanisms for the Development of Shared Mental Models between the CIO and the Top Management Team .....</b>	446
<i>David Preston, Elena Karahanna</i>	
<b>Information Technology and Organizational Learning: An Empirical Analysis, .....</b>	461
<i>Michael J. Ashworth, Tridas Mukhopadhyay, Linda Argote</i>	
<b>On the Formation of Peer-to-Peer Networks: Self-Organized Sharing and Groups.....</b>	472
<i>Yung-Ming Li, Yong Tan, Prabuddha De</i>	
<b>Diffusion of Digital Products in Peer-to-Peer Networks.....</b>	483
<i>Peng Han, Kartik Hosanagar, Yong Tan</i>	

## VOLUME 2

<b>Slicing the Gordian Knot: A Novel Mechanism for Providing Innovation Incentives for Digital Goods.....</b>	494
<i>Eric Brynjolfsson, Xiaoquan (Michael) Zhang</i>	
<b>Are Digital Rights Valuable? Theory and Evidence from the eBook Industry.....</b>	510
<i>Gal Oestreicher-Singer, Arun Sundararajan</i>	
<b>System Design Effects on Social Presence and Telepresence in Virtual Communities.....</b>	523
<i>Mohamed Khalifa and Ning Shen</i>	
<b>An Identity-Based Theory of Information Technology Design for Sustaining Virtual Communities.....</b>	535
<i>Meng (Jessie) Ma</i>	
<b>Inducing Customers to Disclose Personal Information to Internet Businesses with Social Adjustment Benefits.....</b>	547
<i>Yin Lu, Bernard C. Y. Tan, Kai-Lung Hui,</i>	
<b>Is Free Information Really Free? Information Supply into an IT-Based Organizational Memory System.....</b>	558
<i>David R. Firth</i>	
<b>Strategic Fit of Supply Chain Management Information Systems: A Measurement Model .....</b>	571
<i>Tim McLaren, Milena M. Head, Yufei Yuan</i>	
<b>Reinforcing Boundaries and Undermining Institutions: Information Systems and Strategic Change in the Irish Credit Union Movement.....</b>	581
<i>Anita Mangan and Seamas Kelly</i>	
<b>Price Elasticities and Social Welfare in Secondary Electronic Markets.....</b>	585
<i>Anindya Ghose, Michael D. Smith, Rahul Telang</i>	
<b>Using Online Auctions to Choose Optimal Product Configurations .....</b>	589
<i>Eli Snir, Marion G. Sobol</i>	
<b>Developing a Theory of Website Usability: An Exploratory Study to Identify Constructs and Nomological Networks .....</b>	602
<i>Younghwa Lee, Kenneth A. Kozar</i>	
<b>Exploring the Rhetoric on Representing the User: Discourses on User Involvement in Software Development .....</b>	604
<i>Netta Iivari</i>	

<b>The Roles of Information Technology in Organizational Capability Building: An IT Capability Perspective .....</b>	617
<i>One-Ki Daniel Lee, Kai H. Lim, Kwok Kee Wei</i>	
<b>Development and Validation of a Knowledge Management Capability Assessment Model .....</b>	629
<i>Uday Kulkarni and Ronald Freeze</i>	
<b>The Enactment of Methodology: The Case of Developing a Multimedia Information System .....</b>	642
<i>Karlheinz Kautz</i>	
<b>Systemic Risk, Information Technology Artifacts, and High Reliability Organizations: A Case of Constructing a Radical Architecture .....</b>	655
<i>Jessica Luo Carlo, Kalle Lyytinen, Richard J. Boland, Jr.</i>	
<b>How Buyer Experience in Online Auctions Affects the Dimensionality of Trust in Sellers: An Unexpected Finding .....</b>	667
<i>Bessie Chong</i>	
<b>The Impact of Online Recommendations and Consumer Feedback on Sales .....</b>	680
<i>Pei-yu Chen, Shin-yi Wu, Jungsun Yoon</i>	
<b>Reconciling Attribute Values from Multiple Data Sources .....</b>	693
<i>Zhengrui Jiang, Sumit Sarkar, Prabuddha De, Debrabata Dey</i>	
<b>Object Similarity in Ontologies: A Foundation for Business Intelligence Systems and High-Performance Retrieval.....</b>	708
<i>Abraham Bernstein, Esther Kaufmann, Christoph Buerki, Mark Klein</i>	
<b>Desperately Seeking Systems Thinking in the Information Systems Discipline.....</b>	723
<i>Steven Alter</i>	
<b>Toward the Study of Aesthetics in Information Technology .....</b>	736
<i>Noam Tractinsky</i>	
<b>Opting-in or Opting-out on the Internet: Does it Really Matter? .....</b>	746
<i>Yee-Lin Lai, Kai-Lung Hui</i>	
<b>Alleviating Consumers' Privacy Concerns in Location-Based Services: A Psychological Control Perspective .....</b>	757
<i>Heng Xu, Hock-Hai Teo</i>	
<b>Task Coordination in Global Virtual Teams.....</b>	771
<i>Juliana Sutanto, Atreyi Kankanhalli, Bernard C. Y. Tan</i>	
<b>Why Developers Participate in Open Source Software Projects: An Empirical Investigation .....</b>	784
<i>Il-Horn Hann, Jeff Roberts, Sandra A. Slaughter</i>	
<b>Internet Shopping: Is it a Matter of Perceived Price or Trust? .....</b>	794
<i>Hee-Woong Kim, Yunjie Xu</i>	
<b>Price Rigidity on the Internet: New Evidence from the Online Bookselling Industry .....</b>	806
<i>Robert J. Kauffman, Dongwon Lee</i>	
<b>An Empirical Investigation of Information Technology Returns: The Role of IT and Market Structure as Determinants of Efficiency.....</b>	812
<i>Young Bong Chang, Vijay Gurbaxani</i>	
<b>The Economic Contribution of Software: An Alternative Perspective on the Productivity Paradox.....</b>	825
<i>Simon K. Poon, Joseph G. Davis</i>	
<b>Emotions in Online Shopping: Fulfilling Customer's Needs through Providing Emotional Features and Customizing Website Features,.....</b>	839
<i>Renee H. M. Lam, Kai H. Lim</i>	

<b>Business-to-Consumer Web Site Quality and Web Shoppers' Emotions: Exploring a Research Model .....</b>	851
<i>Jean Ethier, Pierre Hadaya, Jean Talbot, Jean Cadieux</i>	
<b>Mapping Perceptions of Burnout in the Information Technology Profession: A Study Using Social Representations Theory, .....</b>	863
<i>Suzanne D. Pawlowski, Evgeny A. Kaganer, John J. Cater III</i>	
<b>Ethical Behavior and Information Systems Codes: The Effects of Code Communication, Awareness, Understanding, and Enforcement .....</b>	876
<i>K. I. Munro, J. F. Cohen</i>	
<b>The Challenges of Enterprise Integration: Cycles of Integration and Disintegration Over Time.....</b>	887
<i>Jiunn Chieh Lee, Michael D. Myers</i>	
<b>The Importance of Change Management after ERP Implementation: An Information Capability Perspective .....</b>	898
<i>Seung Chang Lee, Ho Geun Lee</i>	
<b>The Value of Information Technology in E-Business Environments: The Missing Links in the Renewed IT Value Debate.....</b>	913
<i>Sean Xu, Kevin Zho</i>	
<b>The Impact of an Internet Shopping Infomediary on Channel Competition with Multiple Brands.....</b>	925
<i>Ling Xue, Gautam Ray, Andrew B. Whinston</i>	
<b>The Performance of Rule Identification from Web Pages .....</b>	937
<i>Juyoung Kang, Jae Kyu Lee</i>	
<b>A Data Perturbation Approach to Privacy Protection in Data Mining .....</b>	953
<i>Xiao-Bai Li, Sumit Sarkar</i>	
<b>Information Privacy Management: Proactive vs. Reactive Approaches .....</b>	967
<i>Yolande Chan</i>	
<b>Crisis in American Information Systems Education: Innovations to Address the Threat of Offshoring.....</b>	969
<i>Kate M. Kaiser</i>	
<b>Linking Information Technology and Dynamic Capabilities: The Elusive Dancing Partners .....</b>	971
<i>Paul Pavlou</i>	
<b>Information Systems in Nonprofits and Governments: Do We Need Different Theories? .....</b>	974
<i>Robert Zmud</i>	
<b>How Can Information Systems Researchers Contribute to National Security? .....</b>	976
<i>John L. King</i>	
<b>Should the Core Information Systems Curriculum be Structured Around a Fundamental Question? .....</b>	977
<i>Vasant Dhar, Arun Sundararajan</i>	
<b>Time, Times, and Timing: Taking Temporality Seriously in Information Systems Research .....</b>	979
<i>Richard Boland Jr.</i>	
<b>Information Technology Offshoring: Prospects, Challenges, Educational Requirements, and Curriculum Implications.....</b>	982
<i>Gordon B. Davis, Phillip Ein-Dor, William R. King, Reza Torkzadeh</i>	
<b>Does Information Systems Still Matter? Lessons for a Maturing Discipline .....</b>	994
<i>Joey F. George, Joseph S. Valacich, Josep Valor</i>	

## AUTHOR INDEX