



5th ILAIS Conference
June 29, 2011
The Open University of Israel

Program

09:00-09:30 Registration

09:30-10:30 **Opening Session** **Neudorfer Hall**
Chair: **Nitza Geri**, The Open University of Israel

Greetings:

Sonia Roccas, Dean of Academic Studies, The Open University of Israel

Phillip Ein-Dor, ILAIS Chair, The Academic College of Tel-Aviv-Yaffo

Dov Te'eni, AIS President-Elect, Tel Aviv University

Opening lecture:

Tamir Tassa, The Open University of Israel

Preserving Privacy in Data Publishing by Anonymization

10:30-11:00 Coffee break

11:00-12:00 **Session A** **Neudorfer Hall**
Chair: **Nava Pliskin**, Ben-Gurion University of the Negev

Daphne Raban (University of Haifa), **Ganit Richter** (University of Haifa)

Harnessing the Power of Games to Enhance Organizational Knowledge Sharing

Shy Cucuy (Ben-Gurion University), **Lior Fink** (Ben-Gurion University),

Yossi Lichtenstein (The College of Management Academic Studies)

Staging System Deployment -A Real Options Analysis

Nitza Geri (The Open University), **Rica Gonen** (The Open University)

Reducing Free Exposure in Sponsored Search Auctions

12:00-13:00 Lunch

13:00-13:30 **Preview session** **Neudorfer Hall**
Chair: **Yoram Kalman**, The Open University of Israel

Preview session of the parallel papers in Sessions B1-B3

13:30-13:40 Break

13:40-15:20 **Parallel sessions B1-B3**

Parallel Session B1 **Kanbar Hall**

Chair: **Lior Fink**, Ben-Gurion University of the Negev

Ruti Gafni (The Open University)

Exploring Mobile Access to a Corporate Website

Helen Hasan (University of Wollongong), **Irit Alony** (University of Wollongong)

Suggesting a Practical Agenda for Green IS – Recent Solutions within a Framework of Efficiency, Information, and Effectiveness

Saggi Nevo (University of Albany), **Dorit Nevo** (York University)

Dissatisfaction Does Not Mean Rejection: A Conceptual Model of Mindful and Unfaithful IT Reinvention

Michael Jones (University of Wollongong)

Use of Qualitative Data Analysis Software in IS Research

Parallel Session B2 **Neudorfer Hall**

Chair: **Roy Gelbard**, Bar-Ilan University

Adir Even (Ben-Gurion University), **Yisrael Parmet** (Ben-Gurion University), **Erez Laks** (Ben-Gurion University)

An Exploratory Study of Internet-Banking Usage

Jae-Hwa Lee (KAIST), **Aviv Segev** (KAIST)

Information Learning with Knowledge Maps

Arie Jacobi (Ono Academic College), **Ofir Ben-Assuli** (Ono Academic College)

Distortion of a Message Propagated in a Social Network

Igor Kanovsky (Academic College of Emek Yezreel), **Omer Yaari** (Academic College of Emek Yezreel)

Model of Opinion Spreading in Social Networks

Elad Moskovitz (Ben-Gurion University), **Adir Even** (Ben-Gurion University)

Exploring the Impact of a Performance Measurement System in the Israeli Police Force

Parallel Session B3 **Kruger Hall**

Chair: **Rica Gonen**, The Open University of Israel

Edi Karni (Johns Hopkins University), **Moshe Leshno** (Tel Aviv University),

Sivan Rapaport (Ben-Gurion University)

A Medical Decision Support System (DSS): Theory and Application to Prenatal Diagnostic Testing

Dizza Beimel (Ruppin Academic Center), **Mor Peleg** (University of Haifa)

Implementing SitBAC as a Knowledge Framework Using OWL and SWRL

Daphne Raban (University of Haifa), **Maya Mazor** (University of Haifa)

The Value of Information as an Experience good in the Amazon Mechanical Turk Marketplace

5th ILAIS Conference Program, June 29, 2011, The Open University of Israel

Alex Rozenberg (University of Haifa)
Attention in CMC: Information-Overload Knowledge Workers

Elan Sasson (Ben-Gurion University), **Gilad Ravid** (Ben-Gurion University),
Nava Pliskin (Ben-Gurion University)
*Harnessing Text Mining and Bibliometric Web Counts for Modeling IT Assessment:
Framework and Automated Tool*

15:20-15:40 Coffee break

15:40-16:40 **Session C** **Neudorfer Hall**
Chair: **Daphne Raban**, University of Haifa

Yoram Kalman (The Open University)
HCI Markers and their Usefulness in Monitoring Personal Health

Alon Peled (The Hebrew University of Jerusalem)
Trading Federal Data

Ofira Shmueli (Ben-Gurion University), **Lior Fink** (Ben-Gurion University),
Nava Pliskin (Ben-Gurion University)
*Explaining Overspecification in Software Projects: An empirical Investigation of
Behavioral Effects*

16:40-17:00 Coffee break

17:00-18:30 **ILAIS Meeting** **Neudorfer Hall**
Chair: **Phillip Ein-Dor**, ILAIS Chair (The Academic College of Tel-Aviv-Yaffo)

For conference updates and further information visit the ILAIS web site: <http://ilais.openu.ac.il/wp/>

ILAIS 2011 Program committee

Nitza Geri	Program Co-Chair, The Open University of Israel
Yoram Kalman	Program Co-Chair, The Open University of Israel
Michel Avital	University of Amsterdam, The Netherlands
Erran Carmel	American University, USA
Lior Fink	Ben-Gurion University of the Negev, Israel
Rica Gonen	The Open University of Israel
Roy Gelbard	Bar-Ilan University, Israel
Tsvi Kuflik	University of Haifa, Israel
Moshe Leshno	Tel Aviv University, Israel
Yair Levy	Nova Southeastern University, USA
Yossi Lichtenstein	The College of Management Academic Studies, Israel
Daphne Raban	University of Haifa, Israel
Arik Ragowsky	Wayne State University, USA
Aviv Shachak	University of Toronto, Canada
Noam Tractinsky	Ben-Gurion University of the Negev, Israel

The Israel Association for Information Systems (ILAIS) was founded in 2005 as the Israeli chapter of the Association for Information Systems (AIS). The goal of ILAIS is to promote the exchange of ideas, experiences and knowledge among IS scholars and professionals engaged in IS development, management and use.