# Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00-09:30</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:30-10:30</td>
<td><strong>Opening Session</strong></td>
<td><strong>Neudorfer Hall</strong></td>
<td><strong>Nitza Geri</strong></td>
</tr>
<tr>
<td></td>
<td>Chair: <strong>Nitza Geri</strong>, The Open University of Israel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Greetings:</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Sonia Rocas</strong>, Dean of Academic Studies, The Open University of Israel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Phillip Ein-Dor</strong>, ILAIS Chair, The Academic College of Tel-Aviv-Yaffo</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Dov Te'eni</strong>, AIS President-Elect, Tel Aviv University</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Opening lecture:</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Tamir Tassa</strong>, The Open University of Israel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Preserving Privacy in Data Publishing by Anonymization</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Coffee break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00-12:00</td>
<td><strong>Session A</strong></td>
<td><strong>Neudorfer Hall</strong></td>
<td><strong>Nava Pliskin</strong></td>
</tr>
<tr>
<td></td>
<td>Chair: <strong>Nava Pliskin</strong>, Ben-Gurion University of the Negev</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Daphne Raban</strong> (University of Haifa), <strong>Ganit Richter</strong> (University of Haifa)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Harnessing the Power of Games to Enhance Organizational Knowledge Sharing</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Shy Cucuy</strong> (Ben-Gurion University), <strong>Lior Fink</strong> (Ben-Gurion University), <strong>Yossi Lichtenstein</strong> (The College of Management Academic Studies)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Staging System Deployment -A Real Options Analysis</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Nitza Geri</strong> (The Open University), <strong>Rica Gonen</strong> (The Open University)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Reducing Free Exposure in Sponsored Search Auctions</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-13:00</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:00-13:30</td>
<td><strong>Preview session</strong></td>
<td><strong>Neudorfer Hall</strong></td>
<td><strong>Yoram Kalman</strong></td>
</tr>
<tr>
<td></td>
<td>Chair: <strong>Yoram Kalman</strong>, The Open University of Israel</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Preview session of the parallel papers in Sessions B1-B3</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:30-13:40</td>
<td>Break</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 Plskin (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.