

6th ILAIS Conference
July 2, 2012
University of Haifa

Program

09:00-09:30 *Welcome and greetings:*
Dov Te'eni, President of AIS and Phillip Ein-Dor, President of ILAIS
Room 570, Education Building (Brazil Building)

Co-Chairs: Daphne Raban, David Bodoff, Irit Hadar, University of Haifa

09:30-10:30 *Keynote speaker: Professor Mark Silver, Fordham University*

10:30-10:50 *Coffee*

10:50-12:20 *Parallel sessions A-C*

Session A: Room 570

Session Chair: Yesha Sivan

Rivka Markus (The Knesset)

The use of information in the working of the Knesset plenum

Alon Peled (The Hebrew University of Jerusalem)

The Grand Information Bazar: Lessons from Iceland, the Netherlands, and Australia on improving information exchange within the public sector

Erran Carmel (American University, Washington D.C.)

The Time-Zone Challenged Workplace: What we know and what we don't know

Ruti Gafni (Tel Aviv–Yaffo Academic College, Open University of Israel), **Eran Aqua** (Tel Aviv–Yaffo Academic College), **Yesha Sivan** (Tel Aviv–Yaffo Academic College)

Teaching the Real Using the Virtual (TRUV): The case for a University Level Integrative Course

Gali Naveh (Ben-Gurion University of the Negev), **Adir Even** (Ben-Gurion University of the Negev),

Lior Fink (Ben-Gurion University of the Negev), **Sigal Berman** (Ben-Gurion University of the Negev)

Teaching Manufacturing-Oriented Information Technology for the Future Factory

Session B: Room 665

Session Chair: Nitza Geri

Yael Karlinsky-Shichor (Tel Aviv University), **Moshe Zviran** (Tel Aviv University)
Factors influencing perceived benefits and user satisfaction in knowledge management systems

Ina Blau (The Open University of Israel), **Tami Neuthal** (The Open University of Israel)
Marketers in Social Media: Disseminating Information through a Twitter Professional Community of Practice

Daphne Raban (University of Haifa), **Hila Koren** (University of Haifa), **Ido Kaminer** (Technion Haifa)
Social Dynamics in Critical Mass Formation in Information Sharing Online

Michal G. Yablowitz (University of Haifa), **Daphne Raban** (University of Haifa)
The Effect of Media Types, Message Cues and Framing on Investment Decisions

Eilat Chen Levy (University of Haifa), **Sheizaf Rafaeli** (University of Haifa), **Yaron Ariel** (Yezreel Valley College)
Interruptions in Online Environment

Session C: Room 408

Session Chair: Mor Peleg

Shiri Assis-Hassid (Ben-Gurion University of the Negev), **Tsipi Heart** (Ben-Gurion University of the Negev), **Joseph Pliskin** (Ben-Gurion University of the Negev), **Iris Reycharb** (Ariel University Center)
The effects of electronic medical records on physician- patient communication– a theoretical framework

Adi Fux (University of Haifa), **Mor Peleg** (University of Haifa), **Pnina Soffer** (University of Haifa)
Personalizing Clinical Decision-support Systems: Eliciting Categories of Personal Context and Effects

Esther Brainin (Ruppin Academic Center), **Efrat Neter** (Ruppin Academic Center)
Assessing the readability and cultural sensitivity of health information on the Web

Hadas Weinberger (Holon Institute of Technology), **Boaz Tadmor** (Beilinson Hospital), **Pierre Singer** (Beilinson Hospital)
Healthcare Decision-making: the generative dance between chaos and control at the point of care for the complex-patient

12:20-13:45 **Lunch**

13:45-15:15 *Parallel sessions D-F*

Session D: Room 570

Session Chair: Pnina Soffer

Irena Milstein (Holon Institute of Technology), **Roy Gelbard** (Bar-Ilan University), **Arie Ben-David** (Holon Institute of Technology)
Multi-Alternative Proposal Ranking in an Agile World

Sofia Sherman (University of Haifa), **Irit Hadar** (University of Haifa)
Software Architecture Process in Agile Development Methodologies

Ofir Nimitz (University of Haifa), **Pnina Soffer** (University of Haifa)
Process Choreography Languages Evaluation via Ontology

Dizza Beimel (Ruppin Academic Center), **Mor Peleg** (University of Haifa)
Comparing ontology languages for model representation of the SitBAC Ontology via a controlled experiment- research design

Session E: Room 665

Session Chair: Gilad Ravid

Amit Rechavi (University of Haifa)
Knowledge and Social Networks in Yahoo! Answers

Amit Polak (Ben-Gurion University of the Negev), **Adir Even** (Ben-Gurion University of the Negev),
Gilad Ravid (Ben-Gurion University of the Negev)
Integrating Knowledge and Insights into Business Intelligence Systems

Adva Assido (Ben-Gurion University of the Negev), **Adir Even** (Ben-Gurion University of the Negev),
Edna Schechtman (Ben-Gurion University of the Negev)
Using Inequality and Overlap Indices to Improve Decision-Making Processes in Business Intelligence Environments

Orit Raphaeli (Ben-Gurion University of the Negev), **Gali Naveh** (Ben-Gurion University of the Negev),
Michal Levi (Ben-Gurion University of the Negev), **Sigal Berman** (Ben-Gurion University of the Negev),
Lior Fink (Ben-Gurion University of the Negev)
The Business Value of Emerging ICT: An Empirical Investigation Using the Analytic Hierarchy Process (AHP) Technique

Session F: Room 408

Session Chair: Adir Even

Alisa Wechsler (Ben-Gurion University of the Negev), **Adir Even** (Ben-Gurion University of the Negev)
Assessing and Correcting Data Accuracy Defects Using the Markov-Chain Model

Gabbay Nir (Tel Aviv University)
Controlling critical spreadsheets using ESM (Enterprise Spreadsheet Management) system

Michel Benaroch (Syracuse University), **Anna Chernobai** (Syracuse University)
IT Operational Risk Events as COBIT Control Failures: A Conceptualization and Empirical Examination

Mattias Weidlich (Technion – Israel Institute of Technology)
The ICoP Framework for Business Process Model Matching

15:15-15:30 *Coffee*

15:30-16:15 **Room 570**

Peretz Shoval (Ben-Gurion University of the Negev)
Report of the CHE Committee on Programs of Study in Information Systems in the Israeli Academy

16:15-17:00 **ILAIS meeting**
Chair: Phillip Ein-Dor

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

Program committee

Michel Avital	Copenhagen Business School, Denmark
Mira Balaban	Ben-Gurion University of the Negev, Israel
Dizza Beimel	Ruppin Academic Center, Israel
Adir Even	Ben-Gurion University of the Negev, Israel
Lior Fink	Ben-Gurion University of the Negev, Israel
Nitza Geri	The Open University of Israel
Tsipi Heart	Ben-Gurion University of the Negev, Israel
Yoram Kalman	The Open University of Israel
Igor Kanovsky	Yezreel Valley College
Tsvi Kuflik	University of Haifa, Israel
Yair Levy	Nova Southeastern University, USA
Yossi Lichtenstein	The College of Management Academic Studies, Israel
Gal Oestreicher-Singer	Tel-Aviv University, Israel
Gilad Ravid	Ben-Gurion University of the Negev, Israel
Iris Reinhartz-Berger	University of Haifa, Israel
Aviv Shachak	University of Toronto
Pnina Soffer	University of Haifa, Israel
Arnon Sturm	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.