9th ILAIS Conference Program
June 29, 2015
Ono Academic College, Israel

08:30  Registration Opened - Entrance of Hall No.3

09:00-09:15  Welcome and greetings:
Prof. Moshe Ben-Horin, Chancellor, Ono Academic College
Prof. Dov Te'eni, Past President of AIS
Prof. Phillip Ein-Dor, President of ILAIS, Past President of AIS

Hall No.3
Co-Chairs: Ofir Ben-Assuli, Tzipi Heart - Ono Academic College
Tomer Geva - Tel-Aviv University

09:15-10:00  Keynote speaker: Prof. Yoav Benjamini, Israel Prize Laureate
Tel-Aviv University,
"תעשיית התגלויות ובקרת שגיאותיה"
“Controlling of Discoveries and the Industrialized Scientific Process”

Hall No.3

10:00-10:15  Coffee Break

10:15-11:15  Parallel sessions A-C

Session A, Health IT – Room 14

Session Chair: Adir Even

Igal Mazor  Tzipi Heart  Adir Even
Development and Evaluation of an Online Digital Dashboard for Emergency Departments

Shiri Assis-Hassid  Tzipi Heart  Iris Reychav  Josef Pliskin  Shmuel Reis
Assessing Physician Communication Skills while Using the Computer during the Medical Encounter

Dafni Biran Achituv  Lior Haiman
Internet of Things and Physicians Practice
Session B, Knowledge Management & Data Modeling – Room 15

Session Chair: Adi Katz

Dror Ben-Ami
Information Systems as a Mathematical Model Presentation

Arnon Strum, Eric Yu, Daniel Gross, Wang Jian, Soroosh Nalchigar
Know-How Mapping with ME-MAP

Ronit Shmallo, Adi Katz
Data Modelling - Learning from Errors

Session C, Software Development – Room 16

Session Chair: Roy Gelbard

Yonit Rusho, Daphne Raban
Evaluating Scaffolds during Learning by Software Engineers

Moshe Dayani, Roy Gelbard
Automatic Conversion of Software

Naomi Unkelas Shpiegel, Irit Hadar
Gamifying Software Development Environments Using Cognitive Principles

11:15:11:30 Coffee break

11:30-12:30 Parallel sessions D - F

Session D, Social Media and Online Data – Room 14

Session Chair: Gal Oestreicher

Erik Brynjolfsson, Tomer Geva, Shachar Reichman
Using Crowd-Based Data Selection to Improve the Predictive Power of Search Trend Data

Lior Zalmanson, Gal Oestreicher-Singer
The Effect of Website-initiated Participation on Users’ Contributions

Leora Mauda, Yoram Kalman
Characterizing User Engagement on Organizational Facebook Pages

Session E, Health IT and IT Governance – Room 15

Session Chair: Michel Benaroch
Ofir Ben Assuli  Moshe Leshno  Doron Sagi  Amitai Ziv Avinoach Ironi  
EHR in Emergency Rooms: Cost-Effectiveness Evaluation of Abdominal Pain Complaint

Ran Almog  Tsipi Heart  Adir Even  
Can tablets Use by doctors in Emergency D

Michel Benaroch  Anna Chernobai  
Operational IT Failures and IT Governance

Session F, IT Teaching and Education – Room 16

Session Chair: Irit Hadar

Rina Zviel-Girshin  Nathan Rosenberg  
ICT for Education – an OK Approach

Azzam Marae  Mira Balaban  Arnon Strum  
Patterns for Modeling Education

Amir Winer  Beny Zaks  Nitza Geri  
An Academic Content Journey: The Effect of Presentation on Procrastination and Retention

12:30-13:30  Lunch break Room 17

13:30-14:15  Keynote speaker: Mr. Raz Heiferman, Hall No.3  
Deputy Director and Operations Division Manager, Government ICT Authority, 
Prime Minster Office  
"Digital by Default - דיגיטלי Already as a Default"

14:15-15:15  Parallel sessions G - I

Session G Online Search and Campaign Management – Room 14

Session Chair: Meira Levy

David Bodoff  
Consumers and Vendors Choose Words Strategically

Lev Poretski  Ofer Arazy  Joel Lanir  
Influence of Emotions Inflicted by Images on the image Seeking Process

Gal Kaspi  Ram Oz  Gabi Biton  
Characterization & Implementation of the Campaign Management Process (Project)
Session Chair: Gilad Ravid

Yuval Zak  Adir Even
A Continuous Markov-Chain Model for Assessing Data Quality Transitions over Time

Liron Rosenfeld  Lior Fink  Gilad Ravid
Recommendation Mechanisms and Mobile Application Purchases

Arie Jacobi  Lev Muchnik
Creation of Homophile Networks

Session Chair: Arnon Strum

Ron Hirchprung  Eran Toch  Oded Maimon
Optimizing Privacy settings based on Privacy Value Estimation

Alexei Lapouchnian  Eric Yu  Arnon Strum
Dimensions in Business Process Architectures

Michael May  Karthikeyan Bhargavan  Matan Lamberger
Getting Authorization Right for Android Apps

15:15-16:15  Parallel sessions J&K

Session Chair: Yoram Kalman

Yael Inbar  Ohad Barzilai
Community Impact on Crowdfunding Performance

Shakked Lev  Ofer Arazi
Representing Contributors’ Co-Production Sequences in Wikipedia

Session Chair: Diza Beimel

Marina Vugalter  Adir Even
Organizational Impacts of Enhancing a BI-Supported Performance Measurement System on The Israeli Police

Oren Minster  Iris Reychav
What Affects Clients Loyalty to a Cloud-Based CRM System
Ido Gridish  Netser Reuveni  Oded Goldglas  Dizza Beimel  
Suppliers Relationship Management System (Project)

Shay Zinamon  Shimon Gefen  Buium  Gal bayer  Ofir Ben-Assuli  
Supply Chain Management – Naan-Dan-Jain Company (Project)

16:15-17:00  
Coffee Break & ILAIS meeting - Engineering Hall  
Chairs:  Prof. Phillip Ein-Dor and Prof. Dov Te’eni

For conference updates and further information visit the ILAIS web site: [http://ilais.openu.ac.il/wp/](http://ilais.openu.ac.il/wp/)

Local Organization Chair: Arie Jacobi, Ono Academic College

Program committee:
Michel Avital  Copenhagen Business School, Denmark
Ofer Arazy  University of Haifa, Israel
Ohad Barzilay  Tel-Aviv University, Israel
Dizza Beimel  Rupin Academic Center
Adir Even  Ben-Gurion University of the Negev, Israel
Lior Fink  Ben-Gurion University of the Negev, Israel
Arieh Gavious  Ben-Gurion University and Ono Academic College, Israel
Nitza Geri  The Open University of Israel
Yoram Kalman  The Open University of Israel
Igor Kanovsky  Yezreel Valley College, Israel
Adi Katz  SCE - Sami Shamoon College of Engineering, Israel
Irit Hadar  University of Haifa, Israel
Meira Levi  Shenkar College of Engineering and Design
Gal Oestreicher-Singer  Tel-Aviv University, Israel
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Shachar Reichman  Tel-Aviv University, Israel
Itamar Shabtai  The College of Management Academic Studies
Arnon Sturm  Ben-Gurion University of the Negev, Israel
Inbal Yahav-Shenberger  Bar-Ilan University

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.