



## 11<sup>th</sup> ILAIS Conference Program

July / 10

@The Graduate School of Business Administration, Bar Ilan University

**Location: The Daniel S. Abraham Center for Economics & Business**

**(bldg. 504)**

8:00 – 9:00 Gathering, coffee, and light breakfast

9:00 – 9:15 **Welcome session (Auditorium, rm 10)**

Conference Chair: Dr. Inbal Yahav, Bar Ilan University

ILAIS Chair: Prof. David Schwartz, Bar Ilan University

9:15 – 10:15 **Keynote** by Prof. Roman Beck, IT University of Copenhagen: “Societal and economic implications of blockchain”

### Before-lunch parallel tracks

10:15 – 11:00	<b>Healthcare 1 (Chair: TBD) Rm 5</b>	<b>DS Education (Chair: Daphne Raban) Seminar Room</b>
	Decision support system for improving users' compliance to clinical guidelines: a study of behavior modification for dogs and their owners. <i>Ludmila Murga, Mor Peleg, Anna Zamansky and Sofya Baskin</i>	<i>(Invited)</i> Information Management. <i>Daphne Raban</i>
	Using Sequence Diagrams to understand patterns for handling interactions between recommendations for managing complex multi-morbidity patients. <i>Alexandra Kogan, Mor Peleg, Samson Tu and Irit Hochberg</i>	Case Competitions in Business Analytics Education: A Comparison of Two Formats. <i>Dorit Nevo, Joseph Cabral and Sandeep Sikka</i>
	Framing Success and Failure of	From Casa Dei Bambini to Digital

	Electronic Medical Record Technology through an Action Research Method. <i>Esther Brainin and Yaron Mushkat</i>	Playground – a story of 110 years of Gamification of IS. <i>Rina Zviel-Girshin and Nathan Rosenberg</i>
<i>15 minutes coffee...</i>		
11:15 – 12:15	<b>Healthcare 2 (Chair: Ofir Ben-Assuli)</b> <b>Rm 5</b>	<b>Econ of IS (Chair: Inbal Yahav)</b> <b>Seminar Room</b>
	Time-Series Analysis of HIE Coverage Rates Following Government Intervention: Studying the Case of a Main Israeli Health Maintenance Organization. <i>David Gefen, Ofir Ben-Assuli, Mark Stehr, Bruce Rosen and Yaron Denekamp</i>	Higher Payoffs for Less Obvious Tags in the ESP Game. <i>David Bodoff</i>
	National Electronic Health Records (NEHR): A Review. <i>Tsipi Heart</i>	Predicting Online Conversion Using Search Diversity. <i>Anat Goldstein, Ohad Barzilay and Gal Oestreicher-Singer</i>
	The presentation of personalized medical information, and its impact on health-related choices. <i>Shirly Bar-Lev and Dizza Beimel</i>	A Potato Salad with a Lemon Twist: Using Supply-Side Shocks to Study the Impact of Low-Quality Actors on Crowdfunding Platforms. <i>Hilah Geva, Ohad Barzilay, Gal Oestreicher-Singer</i>
	CHF Early Mortality Prediction: Comparing Data-Prediction Tools <i>Nir Shlomo, Tsipi Heart, Robert. Klempfner, Ariel Israel and Ofir Ben-Assuli</i>	Rules of engagement: A framework for online user engagement based on content strategy. <i>Nim Dvir</i>
12:15 – 13:00	<b>Graduating PhD Presentations (Chair: Yaara Welcman)</b> <b>Auditorium (Rm 10)</b>	
	Information to knowledge in alzheimer research. <i>Dror Benami</i>	
	Perceived uncertainty in the context of information systems in trading rooms. <i>Yaara Welcman</i>	
	Share & Rescue: A Pharmaco-Spatial Behavioral Model for Community Sourced Medication in Single Person Emergencies.	

	<i>Michal Gaziel-Yablowitz</i>
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13:00 – 14:15 Lunch (Auditorium hall & Seminar room)

After-lunch parallel tracks

14:15 – 15:00	<b>Social Media and Social Networks (Chair: Dizza Beimel)</b> <b>Rm 5</b>	<b>WITS Feeder Event Auditorium (Rm 10)</b>
	Personality-Based User Modeling of Online Auctions. <i>Yahel Halfon</i>	
	Variations of online interruptions. <i>Eilat Chen Levy, Sheizaf Rafaeli and Yaron Ariel</i>	
	Social status and academic success. <i>Amit Rechavi and Dizza Beimel</i>	
<i>15 minutes coffee and more...</i>		
15:15 – 16:00	<b>Cyber Security (Chair: Anat Hovav)</b> <b>Rm 5</b>	
	Board IT Competence and Market Reaction to Cyber Incidents. <i>Michel Benaroch and Anna Chernobai</i>	
	To Switch or not to Switch? Media Dependency's Influence on Post-attack Protective Behavior. <i>Anat Hovav</i>	
	An Assessment of the Washington DC Metro Region's Cybersecurity Industry and upcoming comparisons with the Israeli Cybersecurity Industry. <i>Erran Carmel</i>	

16:15 – 17:15 Open ILAIS Planning Meeting – all are welcome to join (Seminar Room)