13th ILAIS Conference Program
June 24, 2019
Tel Aviv University, Coller School of Management
Location: Recanati Building

Conference Chairs:  Dizza Beimel (Ruppin Academic Center)
                    David Schwartz (Bar Ilan University)
                    Dov Te’eni (Tel Aviv University)

Program Chairs:    Ofir Ben-Assuli (Ono Academic College)
                    Dalit Levy (Zefat Academic College)
                    Gal Oestreicher-Singer (Tel Aviv University)

8:30 – 9:00  Gathering (Entrance Floor, Room 102)
             Coffee and early nosh

9:00 – 9:20  Welcome Session (Entrance Floor, Leon Hall)
             Greetings  Yaron Oz – Rector of Tel Aviv University
             Awards presentation  Dov Te’eni – Conference co-chair

9:25 – 10:15 Panel (Entrance Floor, Leon Hall)
             "The current paradox of our area of study:
             The digital transformation tops the interest of the business world yet
             our core courses create little interest and appreciation.
             Can the paradox be settled?"

             Panelists:  Gad Ariav
                         Ofir Ben-Assuli
                         Israel Borovich
                         Phillip Ein-Dor
                         Seev Neumann

10:15 – 10:30  Coffee Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>10:30 - 11:45</td>
<td><strong>Health IT</strong> (Chair: Reeva Lederman) Room 304</td>
<td>Who is a data analyst? academia vs. industry</td>
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<td>Cluster evolution analysis of congestive heart failure patients</td>
<td>Orli Weiser, Yoram Kalman, Carmel Kent, Gilad Ravid</td>
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<td>Room 303</td>
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<td><strong>Data Analysis</strong> (Chair: Ohad Barzilay) Room 303</td>
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<td><strong>Integrated Frameworks</strong> (Chair: Malik Yousef)</td>
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<td>Integrated Frameworks (Chair: Malik Yousef) Room 306</td>
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<td>11:45 – 12:00</td>
<td>Coffee Break</td>
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<td>12:00 – 13:00</td>
<td><strong>Keynote (Entrance Floor, Leon Hall)</strong></td>
<td>&quot;Allures and Realities of Crowd-augmented Organizing for Innovation</td>
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<td>By Prof. Natalia Levina, New York University, Stern School of Business: &quot;Allures and Realities of Crowd-augmented Organizing for Innovation</td>
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<td>13:00 – 14:00</td>
<td><strong>Lunch (Second Floor Patio)</strong></td>
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| 14:00 – 15:15 | **Crowdsourcing & Gamification**  
(Chair: Yael Inbar)  
Room 304 | **Internet & Search Issues**  
(Chair: Dalit Levy)  
Room 303 | **General IT Topics**  
(Chair: Michel Benaroch)  
Room 306 |
| --- | --- | --- | --- |
| Equal opportunity for all? the long tail of crowdfunding: evidence from kickstarter  
*Ohad Barzilay, Hila Geva, Anat Goldstein, Gal Oestreicher-Singer* | Argument search vs. document search: Google loses the battle  
*Hadar Ronen, Christian Stab, Judit Bar-Ilan, Iryna Gurevych* | The impact of business intelligence (BI) interface design on decision making: Evaluation in the academic domain  
*Shirel Siag-Azogy, Adir Even* |  |
| The effect of co-creation on video game success  
*Lev Poreski, Lior Zalmanson, Ofer Arazni* | Systematic literature review of keyword search term selection  
*David Bodoff, Evgeniya Ledvich* | Prediction of information quality deficiencies within business processes design and validation  
*Michael Vaknin* |  |
| Gamification in crowdsourcing: encouraging quantity and quality contributions  
*Ganit Richter, Daphne R. Raban, Sheizaf Rafaeli* | Do time zone differences affect the performance of a virtual team?  
*Idan Roth, Dov Te’eni* | Board IT competence, IT risk governance, and variations in firm performance post cyber failures  
*Micbel Benaroch, Lior Fink* |  |
| Word processing competency among Israeli students  
*Eli Rohn, Guy Leshem* | Are we there yet? analyzing progress in the conversion funnel using search  
*Anat Goldstein, Ohad Barzilay, Gal Oestreicher-Singer* | Communication methods in defining and managing scope in agile software projects  
*Jenny Guber, Dov Te’eni, Vered Holzmann* |  |

| 15:15 – 16:15 | **Conference Conclusion and Open ILAIS Planning Meeting** (Room 304)  
Hosted by David Schwartz, Dizza Beimel & Dalit Levy.  
All are welcome to join. |  |  |