



CONFERENCE ON THE DIGITAL ECONOMY - DAY 1

Friday, December 22, 2017

9:30 - Welcome Note & Opening Remarks - Prof. Deepa Mani, ISB

9:45 - 12:00: Digital Platforms & Ecosystems

Platform Preannouncement Strategies: The Strategic Role of In-formation in Two-Sided Markets Competition - Ram Chellappa and Rajiv Mukherjee

A Model of Online Trading Platforms: Provisioning Trust for Transactions versus Enabling Discoveries: Karthik Kannan, Rajib Saha and Warut Khern-Am-Nuai

10:45 – 11:00 – Coffee Break

Effects of posted price channel on multi-channel Sequential Dutch auction system - May Truong, Alok Gupta, Wolfgang Ketter, Eric van Heck

Modeling Authentication in Online Matching Platforms - Amit Basu, Sree Bhaskaran and Rajiv Mukherjee

12:00 – 13:30 – Strategies for the Digital Economy

The Dynamics of Product–Market Choices in the Technology Sector - Ashish Galande and Sudhir Voleti

Versioning: A Tool for Information Dissemination - Atanu Lahiri and Debabrata Dey

Split-door Criterion: Finding natural experiments in digital systems - Amit Sharma, Jake Hofman and Duncan Watts

13:30 – 14:30 – Lunch

14:30 – 16:00 – IT Outsourcing

No Really, Why Do Firms Outsource? - Shivom Aggarwal, Kiron Ravindran, Gautam Ray

Performance Impact of Outsourcing Portfolio Configuration and Business Strategy - Sukruth Suresh and Ravichandran T.

Bringing the Rival Firms in IT Outsourcing Calculus: An Empirical Study of Knowledge Leakage from (to) a Focal Firm to (from) a Rival Firm by a Common Vendor - Rajiv Kishore, Akie Iriyama and Laxmi Gunupudi

16:00 – 16:15 – Closing Remarks by Prof. Ram Gopal, University of Connecticut

16:15 – 16:30 – Coffee Break

18:00 onwards – Cultural Performance, Drinks & Dinner

CONFERENCE ON THE DIGITAL ECONOMY - DAY 2

Saturday, December 23, 2017

8:30 - Opening Remarks - Prof. Ram Gopal, UConn School of Business

8:45 - 10:15: Crowds, Contests and Communities

Sponsored Crowdsourcing Contests - Jiahui Mo, Jianqing Chen and Sumit Sarkar
The Impact Of Digital Collaboration On Consumer Behavior: A Study of Select E-tailors in Delhi – NCR region: Ashish Chandra, Isha Chugh and Rishabh Gupta
Launch on a High Note: How Prefunding Affects Crowdfunding Outcomes - Aravinda Garimella and Weijia You
10:15 – 10:30 – Coffee break
10:30 – 11:30 – Mobile & Social Media Collaborations
Leaders and Lemmings on Twitter: Examining the Role of Textual Content in Gaining Influence - Nishtha Langer, William Obenauer, Sung Kim and Sandeep Khurana
Mobile App Ecosystem: Social Features and Performance: Aditya Karanam, Ashish Agarwal and Anitesh Barua
11:30 - 12:30: Integration & Investments with IT
Vertical Integration with Access Products by Advertising Based Platforms: Siddhartha Sharma and Amit Mehra
IT versus non-IT Firms 1950-2015: Determinants of Revenue Slowdown and the Role of Investments in Intangibles - Terence Saldanha, Raveesh Mayya and Sunil Mithas
12:30 – 12:45 – Closing Remarks by Prof. Ram Gopal, University of Connecticut
12:45 – 14:00 – Lunch