



The Srinu Raju Centre for Information Technology and the Networked Economy (SRITNE) at the Indian School of Business (ISB) will host the 13th edition of Conference on the Digital Economy (CODE) on December 27 - 29, 2019.

**Detailed Program Agenda
Day-I: Dec 28, 2019**

Hours	Description
8:00 am – 8:50 am	Breakfast
8:50 am – 9:00 am	Welcome Remarks by Conference Chairs
9:00 am – 10:30 am	<p style="text-align: center;">Online Commerce and Platforms</p> <p>Multi-Armed Bandits with Inference Considerations - Sandeep Gangarapu, Prof.Edward McFowland III, and Prof.Ravi Bapna</p> <p>Effect of Service Time Anchoring on Platform and Sellers - Arslan Aziz and Prof.Amit Mehra</p> <p>Network and Geographic Market Expansion and Interaction Effects in the Evolution of an Online to Offline (O2O) Platform - Prof.Yeji Lim and Prof.Murali Mantrala</p>
10:30 am – 10:45 am	Tea Break
10:45 am – 12:45 pm	<p style="text-align: center;">E-Commerce and Digital Marketing</p> <p>Managing Product Returns in Omnichannel Retailing: Product Categories and Return Channel Choices- Prof.Prasenjit Mandal, Prof.Preetam Basu and Kushal Saha</p> <p>Does the use of Twitter promote transparency by constraining earnings management? A large scale analysis of firms - Prof.Adrija Majumdar, Prof.Indranil Bose and Prof.Alvin Chung Man Leung</p> <p>The Antecedents and Rebroadcast Consequences of Clickbait - Prof.Prithwiraj Mukherjee, Souvik Dutta and Prof.Dalhia Mani</p> <p>Competitive Poaching in Search Advertising: A Randomized Field Experiment - Siddharth Bhattacharya, Pro.Jing Gong and Prof.Sunil Wattal</p>
12:45 pm – 1:45 pm	Lunch
1: 45 pm – 2: 45 pm	<p style="text-align: center;">Research Methods</p> <p>A Linguistic Analysis of Forward-looking Firm Vocabulary, its effect on Marketing Intent and on Market Responses - Prof.Sudhir Voleti</p>

	Multimodal Opinion Mining With Weak Supervision - Sumeet Kumar and Prof.Kathleen M.Carley
2:45 pm - 3:00 pm	Tea Break
3:00 pm – 4:30 pm	<p style="text-align: center;">Business Value of IT</p> <p>IT Labor and Firm Performance: Role of Trade Credit - Suwendu Naskar, Prof.Preetam Basu, Prof.Palash Deb and Anup K Sen</p> <p>Exploring the role of Government E-Participation in enabling Economic Growth and Development - Prakrit Silal and Prof.Debashis Saha</p> <p>Repeated Exchange & Alliance Formation Between Computer Services Companies: A Heterogeneous Network Model - Prof.Carla Fernandez and Prof.Ramanath Subramanyam</p>
4:30 pm - 4:45 pm	Tea Break
4:45 pm - 6:15 pm	<p style="text-align: center;">Business Value of IT</p> <p>Does Congestion Always Hurt? Managing Loyalty Discount under Congestion - Prof.Rajib L. Saha, Prof.Sumanta Singha and Prof.Subodha Kumar</p> <p>Role of IT in Information Alertness and Search in Shaping Competition Networks - Prof.Abhishek Kathuria, Prof.Mariana G. Andrade Rojas and Prof.T. Ravichandran</p> <p>Return Shipping Insurance: Free Versus For-a-fee? - Prof.Yiming Li, Prof.Gang Li and Prof.Giri Kumar Tayi</p>
7:00 pm onwards	Gala Dinner (Barge)

Day-II: Dec 29, 2019

Hours	Description
8:00 am – 8:45 am	Breakfast
8:45 am – 10:45 am	<p>Technology Innovation and Entrepreneurship</p> <p>Friends with Benefits? Impact of Network Position on Entrepreneurial Finance - Prof.Anand Nandkumar, Prof.Deepa Mani, Abhishek Bhatia</p> <p>Ethical Dilemmas: Do Programming Tasks Bias Your Moral Judgement? - Prof.Kartik Krishna Ganju and Prof.Jui Ramaprasad</p> <p>Reconfiguring for Agility: Examining the Performance Implications of Project Team Autonomy through an Organizational Policy Experiment - Prof.Indranil Bardhan and Prof. Narayan Ramasubbu</p> <p>IPR infringement, Enforcement and Innovation - Prof. Sougata Poddar and Dyuti Banerjee</p>
10:45 am – 11:00 am	Tea Break

11:00 am – 12:30 pm	<p style="text-align: center;">Fintech – Content and Implications</p> <p>Cryptocurrency Innovations and Returns- Vasundhara Sharma, Prof.Ashish Agarwal, Prof.Anitesh Barua</p> <p>Human-AI Hybrids in the Initial Coin Offering Market- Saunak Basu, Prof.Aravinda Garimella and Prof.Wencui Han</p> <p>Is a megapixel worth a few thousand words? An Empirical Assessment of Image Sentiments on Philanthropic Crowdfunding Success - Saunak Basu, Prof.Ramanath Subramanyam, Prof.Mehmet Eren Ahsen</p>
12:30 pm – 1.30 pm	Lunch
1: 30 pm – 2: 30 pm	<p style="text-align: center;">Technology and Policy</p> <p>Human Vulnerabilities in Collaborating with AI: An Experimental Investigation into the Future of Work- Prof. Andreas Fugener, Prof. Jorn Grahl, Prof.Alok Gupta and Prof.Wolfgang Ketter</p> <p>The Digital Disruption of Higher Education - Prof. Ravishankar Sharma</p>
2:30 pm - 2:45 pm	Tea Break
2:45 pm – 4:15 pm	<p style="text-align: center;">Technology Strategy</p> <p>Understanding the Digital Strategic Posture of Firms: A Behavioral and Agency Theoretic Perspective - Prof.T Ravichandran and Liang Zhao</p> <p>Understanding Content-Based User Engagement in e-learning Platforms: Evidence from Randomized Field Experiments - Prof.Swanand Deodhar, Ayushi Tandon, Abhas Tandon and Abhinav Tripathi</p> <p>Data Sharing, Privacy and Rule Hiding - Prof.Syam Menon, Prof.Abhijeet Ghoshal and Prof.Sumit Sarkar</p>