**Time**

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
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<tbody>
<tr>
<td>8.00</td>
<td>Registration, Tea &amp; coffee - Atrium, School of Management</td>
</tr>
<tr>
<td>9.30</td>
<td>Welcome from Dean, Conference Chair and W.G 6.11 Chair</td>
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</tbody>
</table>
| 10.00 | GUST Sponsored Keynote - Lecture theatre 10  
Professor H. Raghav Rao  
“ICT Mediated Rumor Beliefs and Resulting User Behaviors during a Community Crisis” |
| 11.00 | Session - Room 111  
Chair: Dr Emma Slade  
Opportunities and Challenges of using Web 2.0 Technologies in Government: A Conceptual Review - Uthayasankar Sivarajah, Vishanth Weerakkody, and Zahir Irani |
| 11.30 | Session - Room 112  
Chair: Dr Sian Miller  
Social Sensor Web: Towards a Conceptual Framework - Salman Qayyum Mian, Matti Mäntymäki, Jukka Riekki, and Harri Oinas-Kukkonen |
| 12.00 | Session - Room 113  
Chair: Dr Debora Jeske  
| 11.30 | Session - Room 112  
Chair: Dr Sian Miller  
Social Sensor Web: Towards a Conceptual Framework - Salman Qayyum Mian, Matti Mäntymäki, Jukka Riekki, and Harri Oinas-Kukkonen |
| 12.00 | Session - Room 113  
Chair: Dr Debora Jeske  
| 12.30 | Session - Room 111  
Chair: Dr Simon Brooks  
| 13.00 | Lunch |
| 13.00 | Session - Room 112  
Chair: Dr Matti Mäntymäki  
The Impact of Brand Actions on Facebook on the Consumer Mind-set - Anatoli Colicev and Peter O’Connor |
| 14.00 | Session - Room 113  
Chair: Dr Sian Miller  
Technology-based Entrepreneurship vs. Cyber Entrepreneurship: An Analysis of Extant Literature - Mina Tajvidi |
| 14.00 | Session - Room 112  
Chair: Dr Matti Mäntymäki  
The Impact of Brand Actions on Facebook on the Consumer Mind-set - Anatoli Colicev and Peter O’Connor |
| 14.20 | Session - Room 113  
Chair: Dr Sian Miller  
Technology-based Entrepreneurship vs. Cyber Entrepreneurship: An Analysis of Extant Literature - Mina Tajvidi |
| 14.20 | Generating Customer Engagement and Customer Enragement on Facebook Pages of Tesco and Walmart - Swaleha Peeroo, Martin Samy, and Brian Jones |
| 14.50 | Conversations in Search of Audiences: Prospects and Challenges of Marketing UK’s Postgraduate Higher Education using Social Media - Baomin Qi and Amit Mitra |
| 14.50 | Inflaences and Benefits of Role Models on Social Media - Lyndsey Jenkins, Ruoyun Lin, and Debora Jeske |

**Day 1 - Tuesday 13th September**
Developing a Conceptual Model for the Relationship between Social Media Behavior, Negative Consumer Emotions and Brand Disloyalty - Harri Jalonen and Jari Jussila

The Power of Instagram in Building Small Businesses - Wassan Alkhowaiter

Tea & coffee break - Atrium

Session - Room 111
Chair: Prof Alan Hawkes

Predicting Stock Movements using Social Network - Sunil Saumya, Jyoti Prakash Singh, and Prabhat Kumar

Session - Room 112
Chair: Prof Nick Rich

Exploring how Individuals Manage their Image when Interacting with Professional Contacts Online - Aparna Gonibeed and M.N. Ravishankar

Session - Room 113
Chair: Dr Mohammad Hossain

Violent Extremism on Social Media: The Under-studied Far Right – Lella Nouri-Bennett, Emma Slade, Vivienne Rogers, and Jon Jones

Consumers’ Attitudes Towards Social Media Banking - Dola Majekodunmi and Lisa Harris

Understanding Business Models in the Sharing Economy in China: A Case Study - Shang Gao and Xuemei Zhang

16.10

Coordinating Data-Driven Decision-Making in Public Asset Management Organizations: A Quasi-experiment for Assessing the Impact of Data Governance on Asset Management Decision Making - Paul Brous, Marijn Janssen, and Paulien Herder

The Effect of Social Networking on Firm Performance: The Mediating Role of Marketing Capabilities in the Hospitality Industry in the UK – Rana Tajvidi, Azhdar Karami, and Sara Parry

Bombings and Beheadings: Building and Maintaining a (Terrorist) Brand on Social Media – David Mair

The Role of Non-social Benefits related to Convenience: Towards an Enhanced Model of User’s Self-disclosure in Social Networks - Tristan Thordsen, Matthias Murawski, and Markus Bick

16.40

17.10

17.40

17.45

IFIP I3E Business Meeting
Day 2 - Wednesday 14th September

8.30
Tea & coffee - Atrium, School of Management

9.00
Keynote - Lecture theatre 10
Professor Ben Light
“The Internet of Us: Increasing Convergence Amongst Digital and Physical Actors”

Session - Room 111
Chair: Dr Debora Jeske
10.00
Impact of Anonymity and Identity Deception on Social Media eWOM - Payal Shrivastava Kapoor and Srinivas Gunta

Session - Room 112
Chair: Dr Aaron W. Baur
10.00
Social Media Strategies for Companies: A Comprehensive Framework - Bibian Ogbuiji and Anastasia Papazafeiropoulou

Session - Room 113
Chair: Prof M.N. Ravishankar
10.00
Predicting People’s Intention towards Sharing Political Contents in Social Media: The Moderating Effect of Collective Opinion - Mohammad Alamgir Hossain, Caroline Chan, and Yogesh Dwivedi

10.30
Persuasiveness of eWOM Communications: Literature Review and Suggestions for Future Research - Elvira Ismagilova, Emma Slade, and Michael Williams

10.30
Strategy Reformation? Materialization of social media in Telecom Industry - Shirumisha Kwayu, Banita Lal, and Mumin Abubakre

10.50
Consumer Intentions on Social Media: A fsQCA Analysis of Motivations - Patrick Mikalef, Ilias O. Pappas, and Michail Giannakos

10.50
Enable, Engage and Evaluate: Introducing the 3E Social Media Strategy Canvas Based on the European Airline Industry - Ton A.M. Spil, Robin Effing, and Menno P. Both

11.20
Tea & coffee break - Atrium

Session - Room 111
Chair: Dr Jolien Ubacht
11.40
Social Media Use Among Teenagers in Brunei Darussalam - Annie Dayani Ahad Abdullah and Calvin M.L. Chan

11.40
A Systematic Review of Extant Literature in Social Media in the Marketing Perspective - Ali Abdallah Alalwan, Nripendra P. Rana, Raed Algharabat, and Ali Tarhini

12.10
Impact of Perceived Connectivity on Intention to Use Social Media: Modelling the Moderation Effects of Perceived Risk and Security - Samuel Fosso Wamba and Shahriar Akter

12.10
Corporate Social Responsibility Campaigns in the Digital Age: The Case of Vodafone "Red Light Application/Between Us" - Muge Elden, Sinem Yeygel Cakir, and Ugur Bakir

Session - Room 112
Chair: Dr Emma Slade
11.40
Understanding the Adoption of Smart Wearable Devices to Assist Healthcare in China - Shang Gao, Xuemei Zhang, and Shunqin Peng

12.10
Developing a Theoretical Model to Examine Consumer Acceptance Behavior of Mobile Shopping - Hannah R. Marriott and Michael D. Williams

Session - Room 113
Chair: Dr Yujie Cai
11.40
Social Media Usage of GSM Operators in Turkey: A Content Analysis of Twitter Use - Ayse Temel Eginli, Ozen Okat Ozdem, and Isil Karpat Aktuglu
An Empirical Study of Facebook Adoption among Young Adults in a Northeastern State of India: Validation of Extended Technology Acceptance Model (TAM) - Mohammad A.A. Alryalat, Nripendra P. Rana, Hiren K.D. Sarma, and Jafar A. Alzubi

The Impact of Social Media on Cause-related Marketing Campaigns - Julian Bühler, Natalia Cwierz, and Markus Bick

Consumer Adoption of Mobile Government in the Kingdom of Saudi Arabia: The Role of Usefulness, Ease of Use, Perceived Risk and Innovativeness - Abdullah Baabdullah, Omar Nasseef, and Ali Alalwan

12.30

13.00 Lunch

13.00

Session - Room 111
Chair: Dr Nripendra Rana

The Social Media Cone: Towards Achieving the Manufacturing Competitiveness Goals - Manoj Kumar Singh, Harish Kumar, M.P. Gupta, and J. Madaan

Session - Room 112
Chair: Julian Bühler

Social Media and Megachurches - Atish Sirca and Jennifer Rowley

Session - Room 113
Chair: Dr Yujie Cai

Controlling and Mitigating Targeted Socio-Economic Attacks - Prabhat Kumar, Yashwanth Dasari, Shubhangee Nath, and Akash Sinha

14.00

Green Information System Adoption and Sustainability: A Case Study of Select Indian Banks - G. P. Sahu and Monika Singh

Using Facebook to Find Missing Persons: A Crowd-Sourcing Perspective - MJ Hattingh and MC Matthee

Breaking Anonymity of Social Network Accounts by Using Coordinated and Extensible Classifiers based on Machine Learning - Eina Hashimoto, Masatsugu Ichino, Tetsuji Kuboyama, Isao Echizen, and Hiroshi Yoshiura

14.50


Development of an Integrated Connectedness Model to Evaluate the Effectiveness of Teaching and Learning - Salah Al-Hamad, Laszlo E. Kollar, Taimoor Asim, and Rakesh Mishra

Combating Misinformation Online: Identification of Variables and Proof-of-Concept Study - Milan Dordevic, Fadi Safieddine, Wassim Masri, and Pardis Pourghomi

15.20 Tea & coffee break - Atrium

15.45

An Empirical Examination of Factors Affecting Continuance Intention towards Social Networking Sites - Salma S. Abed

Effect of Social Media on Trust in Virtual Project Teams of Construction Sector in Middle East - Sukhwant Kaur, Dr. Mohammed Arif, and Vishwesh Akre

Customer Service Experience Through Technology-enabled Social CRM – An Exploratory Analysis in the Automotive Industry - Aaron W. Baur, Johannes S. Henne, and Markus Bick
<table>
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<tr>
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<tbody>
<tr>
<td>16.15</td>
<td>Discourse Analysis of Blogs: Analyzing Language to Maximize the Value of Consumption-oriented Blogs as Data Source - Carmela Bosangit, Scott McCabe and Sally Hibbert</td>
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<td>Trust Management in Social Internet of Things: A Survey - Wafa Abdelghani, Corinne Amel Zayani, Ikram Amous, and Florence Sédes</td>
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<td>Online Stakeholder Interaction of Some Airlines in the Light of Situational Crisis - Boyang Zhang, Denis Kotkov, Jari Veijalainen, and Alexander Semenov</td>
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<td>16.45</td>
<td>Close</td>
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<tr>
<td>19.00</td>
<td>Conference dinner &amp; awards at Morgan’s Hotel, Somerset Place, Swansea, SA1 1RR</td>
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Day 3 - Thursday 15th September

8.30  Tea & coffee - Atrium, School of Management

9.00  Keynote - Lecture theatre 10
      Professor Viswanath Venkatesh
      “Pursuing the United Nations’ Millennium Developmental Goals: Lessons Learned from a
      Project in Villages in India”

10.00 Close from Conference Committee

Theory Development Workshop – Professor Viswanath Venkatesh

The objective of this workshop is to help participants acquire a greater appreciation for
theory development, to understand challenges in developing theory, and to discuss
approaches to developing good theory.

Most, if not all, editors in the social and behavioral sciences will tell you that the number
one reason that papers get rejected, especially at high quality journals, is the lack of
sufficient theoretical contribution. This can stem from a number of interrelated reasons,
including the lack of an interesting question or the failure to articulate the contribution
clearly. But, perhaps, the biggest reason is the lack of development of compelling and
coherent theoretical arguments that are rooted sufficiently in prior theory while providing
rich, new insights.

The purpose of this workshop is to help participants learn skills to develop better
theoretical arguments and start to develop an appreciation for the artistic elements. The
workshop will begin with a focus on classical views of theory development and discuss
more recent developments in how to develop strong theory. In addition to drawing from
and understanding articles by experts in theory development, the workshop will dissect
exemplars from different behavioral and social sciences to help participants develop a
nuanced understanding of what it takes to develop good theory.

10.30  Theory development workshop Session 1: Basic concepts related to theory and theory
development

12.00  Tea & coffee - Atrium

12.15  Theory development workshop Session 2: Context as a vehicle for theory development

13.45  Lunch

14.30  Theory development workshop Session 3: Time as a vehicle for theory development

16.00  Tea & coffee - Atrium

16.15  Theory development workshop Session 4: Developing theoretical arguments

17.45  Wrap-up