9th ILAIS Conference Program
June 29, 2015
Ono Academic College, Israel

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>08:30</td>
<td>Registration Opened - Entrance of Hall No.3</td>
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<tr>
<td>09:00-09:15</td>
<td>Welcome and greetings:</td>
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<tr>
<td></td>
<td>Prof. Moshe Ben-Horin, Chancellor, Ono Academic College</td>
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<td>Prof. Dov Te’eni, Past President of AIS</td>
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<td>Prof. Phillip Ein-Dor, President of ILAIS, Past President of AIS</td>
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<td></td>
<td>Co-Chairs: Ofir Ben-Assuli, Tsipi Heart &amp; Arie Jacobi - Ono Academic College</td>
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<td>Tomer Geva - Tel-Aviv University</td>
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<td>09:15-10:00</td>
<td>Keynote speaker: Prof. Yoav Benjamini, Israel Prize Laureate</td>
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<td>Tel-Aviv University, &quot;תעשיית התגלויות ובקרת שגיאותיה&quot;</td>
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<tr>
<td></td>
<td>“Controlling of Discoveries and the Industrialized Scientific Process&quot;</td>
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<td>Hall No.3</td>
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<tr>
<td>10:00-10:15</td>
<td>Coffee Break</td>
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<tr>
<td>10:15-11:15</td>
<td>Parallel sessions A-C</td>
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<td></td>
<td>Session A, Health IT – Room 14</td>
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<td></td>
<td>Session Chair: Adir Even</td>
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<td>Igal Mazor Tsipi Heart Adir Even</td>
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<td></td>
<td>Development and Evaluation of an Online Digital Dashboard for Emergency Departments</td>
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<td>Shiri Assis-Hassid Tsipi Heart Iris Reychav Josef Pliskin Shmuel Reis</td>
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<td>Assessing Physician Communication Skills while Using the Computer during the Medical Encounter</td>
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<td>Dafni Biran Achituv Lior Haiman</td>
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<td></td>
<td>Internet of Things and Physicians Practice</td>
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</table>
Session B, Knowledge Management & Data Modeling – Room 15

Session Chair: Adi Katz

Dror Ben-Ami
Information Systems as a Mathematical Model Presentation

Arnon Strum Eric Yu Daniel Gross Wang Jian Soroosh Nalchigar
Know-How Mapping with ME-MAP

Ronit Shamlo Adi Katz
Data Modelling - Learning from Errors

Session C, Software Development – Room 16

Session Chair: Roy Gelbard

Yonit Rusho Daphne Raban
Evaluating Scaffolds during Learning by Software Engineers

Moshe Dayani Roy Gelbard
Automatic Conversion of Software

Naomi Unkelus Shpiegel Irit Hadar
Gamifying Software Development Environments Using Cognitive Principles

11:15:11:30 Coffee break

11:30-12:30 Parallel sessions D - F

Session D, Social Media and Online Data – Room 14

Session Chair: Gal Oestreicher

Erik Brynjolfsson Tomer Geva Shachar Reichman
Using Crowd-Based Data Selection to Improve the Predictive Power of Search Trend Data

Lior Zalmanson Gal Oestreicher-Singer
The Effect of Website-initiated Participation on Users’ Contributions

Leora Mauda Yoram Kalman
Characterizing User Engagement on Organizational Facebook Pages

Session E, Health IT and IT Governance – Room 15

Session Chair: Michel Benaroch
Ofir Ben Assuli  Moshe Leshno  Doron Sagi  Amitai Ziv Avinoach Ironi
EHR in Emergency Rooms: Cost-Effectiveness Evaluation of Abdominal Pain Complaint

Ran Almog  Tsipi Heart  Adir Even
Can tablets Use by doctors in Emergency D

Michel Benaroch  Anna Chernobai
Operational IT Failures and IT Governance

Session F, IT Teaching and Education – Room 16
Session Chair: Dizza Beimel

Rina Zviel-Girshin  Nathan Rosenberg
ICT for Education – an OK Approach

Azzam Marae  Mira Balaban  Arnon Strum
Patterns for Modeling Education

Amir Winer  Beny Zaks  Nitza Geri
An Academic Content Journey: The Effect of Presentation on Procrastination and Retention

12:30-13:30  Lunch break Room 17

13:30-14:15  Keynote speaker: Mr. Raz Heiferman, Hall No.3
Deputy Director and Operations Division Manager, Government ICT Authority,
Prime Minster Office
"Digital by Default - דיגיטלי כברירת מחדל"

14:15-15:15  Parallel sessions G - I

Session G Online Search and Campaign Management – Room 14
Session Chair: Meira Levy

David Bodoff
Consumers and Vendors Choose Words Strategically

Lev Poretski  Ofer Arazy
Influence of Emotions Inflicted by Images on the image Seeking Process

Gal Kaspi  Ram Oz Gabi Biton
Characterization & Implementation of the Campaign Management Process (Project)
Session Chair: Gilad Ravid

Yuval Zak  Adir Even
A Continuous Markov-Chain Model for Assessing Data Quality Transitions over Time

Liron Rosenfeld  Lior Fink  Gilad Ravid
Recommendation Mechanisms and Mobile Application Purchases

Arie Jacobi  Lev Muchnik
Creation of Homophile Networks

Session Chair: Arnon Strum

Ron Hirchprung  Eran Toch  Oded Maimon
Optimizing Privacy settings based on Privacy Value Estimation

Alexei Lapouchnian  Eric Yu  Arnon Strum
Dimensions in Business Process Architectures

Michael May  Karthikeyan Bhargavan  Matan Lamberger
Getting Authorization Right for Android Apps

15:15-16:15  Parallel sessions J&K

Session Chair: Yoram Kalman

Yael Inbar  Ohad Barzilai
Community Impact on Crowdfunding Performance

Shakked Lev  Ofer Arazi
Representing Contributors’ Co-Production Sequences in Wikipedia

Session Chair: Irit Hadar

Marina Vugalter  Adir Even
Organizational Impacts of Enhancing a BI-Supported Performance Measurement System on The Israeli Police

Oren Minster
What Affects Clients Loyalty to a Cloud-Based CRM System
Coffee Break & ILAIS meeting - Engineering Hall

For conference updates and further information visit the ILAIS web site: http://ilais.openu.ac.il/wp/

Local Organization Chair: Arie Jacobi, Ono Academic College

Program committee
Michel Avital Copenhagen Business School, Denmark
Ofer Arazy University of Haifa, Israel
Ohad Barzilay Tel-Aviv University, Israel
Dizza Beimel Rupin Academic Center
Adir Even Ben-Gurion University of the Negev, Israel
Lior Fink Ben-Gurion University of the Negev, Israel
Arieh Gavious Ben-Gurion University and Ono Academic College, Israel
Nitza Geri The Open University of Israel
Yoram Kalman The Open University of Israel
Igor Kanovsky Yezreel Valley College, Israel
Adi Katz SCE - Sami Shamoon College of Engineering, Israel
Irit Hadar University of Haifa, Israel
Meira Levi Shenkar College of Engineering and Design
Gal Oestreicher-Singer Tel-Aviv University, Israel
Lev Muchnik Hebrew University, Israel
Daphne Raban University of Haifa, Israel
Ilan Rahimi Ono Academic College
Gilad Ravid Ben-Gurion University of the Negev, Israel
Shachar Reichman Tel-Aviv University, Israel
Itamar Shabtai The College of Management Academic Studies
Arnon Sturm Ben-Gurion University of the Negev, Israel
Inbal Yahav-Shenberger Bar-Ilan University

The Israel Association for Information Systems (ILAIS) was founded in 2005 as the Israeli chapter of the Association for Information Systems (AIS). The goal of ILAIS is to promote the exchange of ideas, experiences and knowledge among IS scholars and professionals engaged in IS development, management and use.