



15th ILAIS Conference Program

The Open University of Israel

July 6, 2021 – Ra'anana campus, and online (a hybrid event)

11:00-15:00	Registration (Entrance to Neudorfer Auditorium)
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11:30-13:00	Pre-conference doctoral session (Kanbar Hall) (Participation by invitation only) Moderator: Gal Oestreicher-Singer (Tel Aviv University) Panelists: Yael inbar , Tel-Aviv University Sheizaf Rafaeli , President, Shenkar - Engineering, Design, Art Galit Shmueli , National Tsing Hua University, Taiwan
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13:00-14:00	Lunch (Main dining hall)
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14:00-15:00	Opening session (Neudorfer Auditorium) Chair: Lior Zalmanson , ILAIS 2021 Conference Co-Chair, Tel-Aviv University Greetings: Ofir Ben-Assuli , ILAIS Chair, Ono Academic College Nitza Geri , ILAIS 2021 Conference Co-Chair, The Open University of Israel Keynote: <p style="text-align: center;">Sigal Regev Rosenberg CEO, Meuhedet Health Services The Hybrid Revolution</p>
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15:00-15:20	Coffee break
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15:20-16:40	Parallel sessions A-B
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Parallel session A (Kanbar Hall) Chair: Gilad Ravid , Ben-Gurion University of the Negev	
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15:20-15:35	What Do Users Read? A Predictive Model of Information Engagement Nim Dvir, Suraj Commuri, Shobha Chengalur-Smith, Fan Yang and Jennifer Romano
15:35-15:50	Project-Based Learning with Peer Assessment in a Characterization and Design of Information Systems Course Iyad Suleiman
15:50-16:05	The Impact of Social vs. Nonsocial Referring Channels on Online News Consumption Sagit Bar-Gill, Yael Inbar and Shachar Reichman
16:05-16:20	Stuck online: When Online Engagement Gets in the Way of Offline Sales Sagit Bar-Gill and Shachar Reichman
16:20-16:40	Non-Linear Moderating Effect of Software Complexity on Team Attributes Effects on Software Maintenance Productivity Michel Benaroch and Kalle Lyytinen



Parallel session B (Neudorfer Auditorium)

Chair: **Daphne Raban**, University of Haifa

15:20-15:35	Considering Time in Predicting Adverse Congestive Heart Failure Events: Utilizing Frailty Models Ofir Ben-Assuli, Roni Ramon Gonen, Tsipi Heart, Arie Jacobi and Robert Klempfner
15:35-15:50	The Largest Cybersecurity Industry Clusters: San Francisco Bay area, Washington D.C., and Israel Erran Carmel
15:50-16:05	Chronemic Urgency in Everyday Digital Communication Yoram M Kalman, Dawna I Ballard, Ana M Aguilar
16:05-16:20	Games of Terms Yifat Nahmias, Dalit Ken-Dror Feldman, Ganit Richter and Daphne Raban
16:20-16:40	HeBERT & HebEMO: a Hebrew BERT Model and a Tool for Polarity Analysis and Emotion Recognition Avihay Chriqui and Inbal Yahav
16:40-17:00	Coffee break
17:00-18:15	Panel (Neudorfer Auditorium) Data Science in IS: Our Future, Our Doom, or Just More Hype? Moderator: Yoram Kalman , ILAIS 2021 Conference Co-Chair, The Open University of Israel Panelists: Niv Ahituv , Tel-Aviv University Lior Fink , Ben-Gurion University of the Negev Tsipy Heart , Ono Academic College Dov Te'eni , Tel-Aviv University Orli Weiser , Ben-Gurion University of the Negev; The Open University of Israel Inbal Yahav , Tel-Aviv University
18:15-19:00	Awards Ceremony and ILAIS meeting (Neudorfer Auditorium) Chairs: Ofir Ben-Assuli , ILAIS Chair, Ono Academic College Dizza Beimel , ILAIS Secretary, Ruppin Academic Center Dalit Levy , ILAIS Treasurer, Zefat Academic College
