

<b>Presentation title:</b>	Investigating Online Information Search Strategy: A Predictive Modeling Approach
<b>Presenter:</b>	Prof. Chee-Wee Tan, Department of Digitization, Copenhagen Business School
<b>Date:</b>	Thursday, 21 <sup>st</sup> March 2019, 11:00 AM – 12:00 PM
<b>Venue:</b>	Quad Room 2093, UNSW Business School

## **Abstract**

Information search plays an increasingly pivotal role in consumers' online experience. To aid consumers in locating desired products or services, digital platforms are offering a multitude of search features that allow consumers to express their preferences in the form of search criteria and rearrange the resulting options. However, due to the concurrent presence of multiple search features, it is not uncommon for consumers to be confronted with the dilemma of having to chart an efficacious path towards attaining desired outcomes. Consequently, building on information foraging theory, we endeavor to shed light on how the configuration of search features would shape consumers' search strategy and their eventual search outcomes. Specifically, we leverage on process mining and predictive modeling techniques to capture searchers' transitional probabilities among search tactics as key indicators of search strategy in an experimental setting. This enables us to not only illuminate how search strategy shifts in response to the provision of search features, but to also uncover the impact of search strategies in shaping search performance.

## **Speaker Bio**

Chee-Wee Tan is a Professor at the Department of Digitalization in Copenhagen Business School (CBS), an Honorary Professor of Business Analytics and Digitalization at the Nottingham University Business School China in the University of Nottingham Ningbo China (UNNC), an International Visiting Professor at the School of Management in the University of Science and Technology of China (USTC), a Senior Research Fellow at the Weizenbaum Institute for the Networked Society as well as a Visiting Professorial Fellow at the School of Information Systems and Technology Management in University of New South Wales (UNSW). He received his Ph.D. in Management Information Systems from the University of British Columbia. His research interests focus on design and innovation issues related to digital services.

His work has been published in leading peer-reviewed journals such as MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the American Society for Information Science and Technology (JASIST), European Journal of Information Systems (EJIS), and Decision Support Systems (DSS), among others. Apart from his current appointment as a Senior Editor for MISQ, Chee-Wee is currently serving on the editorial boards for Industrial Management & Data Systems (IMDS), IEEE Transactions on Engineering Management (IEEE-TEM), Information & Management (I&M), Internet Research (IntR), Journal for the Association of Information Systems (JAIS), Journal of Computer Information Systems (JCIS), and Journal of Management Analytics (JMA). In addition, Chee-Wee has served in various editorial capacities for special issues at Decision Support Systems (DSS), I&M, and JMIS. Finally, Chee-Wee is the co-director of the joint research center between CBS and the Antai College of Economics and Management (ACEM) in Shanghai Jiao Tong University (SJTU).