Speaker: Professor Yong Tan, University of Washington

Date: Friday, November 22, 2013

Time: 1:15 pm - 2:30 pm

Location: Room 1520

Title: Effect of Disconfirmation on Online Rating Behaviors

Abstract: This work attempts to answer a fundamental question: What drives consumers to post online product ratings on an e-commerce platform? Using a panel data consisting of complete purchasing and rating history at individual level, we find that the discrepancy between a consumer’s expected and realized perceptions of product quality has a significant impact on her propensity to contribute a review online, due to her likely intrinsic responsibility to correct the current ratings. Such intention to contribute to the community is subject to the crowding-out effect, that is, the propensity to engage in eWOM is dampened if there has already been a big crowd expressing their opinions. We also find that the more credible a consumer perceived the online rating system to be, the less prone she would interact with the system by contributing product reviews. Finally, two simulations are designed to further understand: 1) the impact of product evaluation on lurking behavior; 2) the evolution of online product ratings over time; and 3) the effect of online review manipulation on subsequent product rating entries.

Bio: Yong Tan is the Neal and Jan Dempsey Professor of Information Systems at the Michael G. Foster School of Business, University of Washington. He received his Ph.D. in Physics and Ph.D. in Business Administration, both from the University of Washington. He was a postdoctoral fellow at the University of Strathclyde and a visiting scientist at the Laboratoire de Physique Quantique, Université Paul Sabatier. His research interests include electronic, mobile and social commerce, economics of information systems, social and economic networks, and software engineering. He has published in Management Science, Information Systems Research, Operations Research, Management Information Systems Quarterly, Journal of Management Information Systems, INFORMS Journal on Computing, IEEE/ACM Transactions on Networking, IEEE Transactions on Software Engineering, IEEE Transactions on Knowledge and Data Engineering, IIE Transactions, European Journal on Operations Research, Decision Support Systems, among others. He served as an associate editor of Information Systems Research and is an associate editor of Management.
Science. He was a co-chair of Conference on Information Systems and Technology (CIST 2010), the cluster chair of 2012 INFORMS Information Systems Cluster, and is a track co-chair of International Conference on Information Systems (ICIS 2013). He received Dean’s Research Award, Dean’s Junior Research Award, Lex N. Gamble Family Award for Excellence in the Field of E-Commerce, 2012 Information Systems Research Best Paper Runner-Up Award, Ph.D. Program Mentoring Award, Faculty Recognition Award for the Master of Science in Information Systems Program, Undergraduate Professor of the Year Award, and Management Science Meritorious Service Award.