

## The 2018 Data Science Poster Presentation Guidelines

At least one registered co-author from each accepted poster paper must present at the workshop. There are two parts to participating in the poster session: poster slam presentations and poster board presentation.

### Poster Slam Presentation

In the poster slam presentation part, each presenter will have **4 minutes** and up to **6 slides** to present their paper to the workshop participants. Presenters should allow 15 seconds for changeover, and thus should be ready to deliver their presentation in 3 minutes and 45 seconds. Given the tight timing constraints, presenters will be cut off if they exceed their allotted time. To help with compatibility, presenters should avoid mathematical symbols in nonstandard fonts, and use images for formulas, graphs and tables to the extent possible. They should also keep the font size readable, and avoid using transitions in their slides.

Please name your PowerPoint file **DS2018-Poster#.pptx**, where # is replaced with the numeric poster number in the presentation list below (e.g., the file for the third presentation should be named DS2018-Poster3.pptx). Please email your PowerPoint file to [xiaobai\\_li@uml.edu](mailto:xiaobai_li@uml.edu), with the subject: **Data Science 2018 Poster #** (e.g., Data Science 2018 Poster 3).

Presentation file should be received no later than **11:59pm on Saturday, October 27, 2018**. No updated versions of the file will be accepted once the file is submitted.

1.	<i>Inferring Balance Sheet Holdings with Probability Constrained Factorization</i> Shawn Mankad
2.	<i>Identifying Mortality Related Cliques in a Comorbidity Network</i> Pankush Kalgotra, Ramesh Sharda
3.	<i>Exploiting Partial Tag Information for Accurate and Explainable Recommendation</i> Shen Liu, Hongyan Liu
4.	<i>Sequence Clustering with Temporal Graph and Sequence Recovery</i> Jin Fang, Chuanren Liu, Hande Benson
5.	<i>Should We Play A Game? An Empirical Investigation of Location-Based Mobile Gaming and Mental Health</i> Aaron Zhi Cheng, Brad N. Greenwood, Paul A. Pavlou
6.	<i>Predicting Diffusion of Digital Media Using Their Personality Traits</i> Haris Krijestorac, Rajiv Garg, Maytal Saar-Tsechansky
7.	<i>Change, We Can Believe in: Examining Spillover Effect of Content Switch on Live Streaming Platform</i> Keran Zhao, Yuheng Hu, Yingda Lu, Yili Hong
8.	<i>Everyone Can Be a Star: Quantifying Grassroots Online Sellers' Live Streaming Effects on Product Sales</i> Cheng Chen, Yuheng Hu, Yingda Lu, Yili Hong
9.	<i>Keyword Generation and Expansion for Sponsored Search Advertising: Balancing Coverage and Relevance</i> Han Nie, Yanwu Yang, Huiran Li
10.	<i>Do Better Predictions Lead to Better Decisions? Insights from Predictive Policing</i> Oliver Dlugosch, Tobias Brandt, Luca van de Meerendonk, Dirk Neumann
11.	<i>An Integrated Model of Pre-Release Adoption Commitments and Product-Line Level Aggregate Sales</i> Aslan Lotfi, Zhengrui Jiang, Xinxue Qu
12.	<i>smartCVC: A Novel Startup Selection Method for Corporate Venture Capital</i> Ruiyun Xu, Hailiang Chen, J Leon Zhao
13.	<i>Identification of High-Risk Patients for Disease Prevention: Evidence from Diabetes Mellitus</i> Mathias Kraus, Stefan Feuerriegel, Maytal Saar-Tsechansky
14.	<i>Using Text Analytics to Classify Safety Hazard Reports in Online Reviews</i> Nohel Zaman, David Goldberg, Richard Gruss, Johnathon Ehsani, Alan Abrahams

## **Poster Board Presentation**

The poster board presentation session is designed to allow presenters maximum yet personal interaction with many attendees at one time. Presenters will stand next to their poster as attendees stroll around the poster area searching for topics of interest. In order to attract attention, presenters need to have an exciting topic and a visually stimulating presentation where organization and clarity are critical. The presentation must catch attendees' eyes as they walk by and then be easily conveyed in a short time. After that, a more formal, detailed, one-on-one discussion can be conducted. The main goal for presenters is to stimulate informed discussion of your research.

Poster preparation guidelines and instructions can be found at <http://meetings2.informs.org/wordpress/phoenix2018/poster-sessions/#guidelines> (in the Poster Preparation Guidelines & Instructions and Suggested Best Practices sections).

Poster boards for the poster session will be available at the poster area at 9:00am, November 3, 2018. Be sure to have your posters ready ASAP on that morning.