

## **CMIC 2020 Best Session Paper Awards**

### **Preventive Behaviors and Policy Perceptions during COVID-19 Outbreak: Comparing Data from the United States and China"**

Author(s): Rui Du (Baruch College), Stephen Gould (Baruch College), Pianpian Yang (Shenzhen University)

### **The Effect of Entrepreneurial Bricolage on Disruptive Innovation**

Author(s): Xiaotong Meng (Shanghai University), Xiaomin Liu (Shanghai University), Gang Cao (Shanghai University), Xinchun Wang (West Virginia University), Xiaoyu Yu (Shanghai University)

### **Family Business Cross-generation Inheritance and Innovation Investment**

Author(s): Weiwen Li (Sun Yat-sen University), Garry Bruton (Texas Christian University), Xinchun Li (Sun Yat-sen University), Long Wang (Jilin University)

### **Charging at Second Culmination? Optimal Freemium Pricing for E-books via Field Experiment and Text Analysis**

Author(s): Yongjun Li (University of Science and Technology China), Hanbing Xue (University of Science and Technology), Yangfeng Ji (University of Virginia), Natasha Zhang Foutz (University of Virginia)

### **The Role of Interactive Virtual Experiences and Network Externality in Enhancing Consumers' Love for Nature and Proenvironmental Behavior**

Author(s): Xuebing Dong (Shanghai University), Jun Yan (Huazhong University of Science and Technology)

### **Product Display and Application Capabilities as the Focus of Market Competition**

Author(s): Hongming "Kevin" Ge (Mohawk Industries, Inc.)

### **Business-to-Business Customized Product Development in Electronic Marketplaces: How does Network Governance Affect Customer Participation?**

Author(s): Ruiqi Wei (EMLYON Business School), Xinchun Wang (West Virginia University)