The conference is intended to provide a forum for international academics and policymakers to showcase and discuss the latest business-relevant blockchain technology research, issues, and practices.

**THEME**

The idea of decentralization is at the heart of blockchain technology. It challenges the legacy and centralized models that dominate various sectors including banking, finance, healthcare, insurance, legal services, and others. Yet, like other types of digital innovation, we can anticipate that the adoption and diffusion of blockchain technology won’t be an outright revolution. We can rather expect business transformation at the intersection of established players/practices and novel applications/mindsets. We are likely to witness a period of ferment during which many established business practices will undergo transformation.

This conference offers a venue for presenting and discussing novel research on the business of blockchain technology.
8:00am - 9:00am
BREAKFAST

9:00 – 9:15am
WELCOME REMARKS BY THE PROGRAM CHAIRS:
• Ola Henfridsson, University of Miami
• Harry Wang, University of Delaware

WELCOME REMARKS BY PRESENTING SPONSOR:
• James Putra, VP, Head of Product Strategy, TradeStation

9:15am – 10:15am
KEYNOTE: PROF HANNA HALABURDA, NEW YORK UNIVERSITY
See bio on last page

10:15-10:30am
BREAK

10:30am-11:30am
PRESENTATION SESSION: DIGITAL GOVERNANCE AND DAOS
Chair: Robert Gregory, University of Miami

WHY DAOs: META-ORGANIZATIONAL LEARNING THROUGH DIGITAL CONSENSUS
• Junyi Li, National University of Singapore
• Hahn Jungpil, National University of Singapore
• Giri Kumar Tayi, State University of New York at Albany

DECENTRALIZED AUTONOMOUS ORGANIZATIONS (DAO) AS GOVERNANCE MECHANISM FOR FUTURE METAVERSE
• Ali Ahmed, AIS SIGBIT and University of Wisconsin Eau Claire

GOVERNING THE DIGITAL COMMONS: A FRAMEWORK FOR BLOCKCHAIN-BASED DISTRIBUTED GOVERNANCE
• Barry Scudder-Davis, Bentley University
THE SUSTAINABILITY OF THE CRYPTO COMMONS: A DIALECTICAL INQUIRY
• Vitali Mindel, Virginia Tech
• Raffaele F. Cirello, University of Sydney
• Lars Mathiassen, Georgia State University

11:30am-11:45am
BREAK

11:45am-12:45pm
PRESENTATION SESSION: NFT MARKETS
Chair: Harry Wang, University of Delaware

THE ROLE OF EXPERTISE IN NFT MARKETS FROM THE PERSPECTIVES OF TRADERS AND COLLECTORS
• Hao Ying, Chinese University of Hong Kong
• Hongfei Li, The Chinese University of Hong Kong
• Keongtae Kim, The Chinese University of Hong Kong

LAZY MINTING BUT NOT LAZY MIND: STRATEGIC MINTING STRATEGY IN NFT MARKETPLACES
• Mengyuan Fang, Harbin Institute of Technology
• Chaoyue Gao, Harbin Institute of Technology
• Alvin Chung Man Leung, City University of Hong Kong
• Qiang Ye, University Of Science And Technology Of China

PRICING STRATEGY FOR NON-FUNGIBLE TOKENS
• Yi Tong, Florida State University
• Guangzhi Shang, Florida State University

CHASING MARKET GROWTH AND MATCHING EFFICIENCY IN TWO-SIDED PLATFORMS: EVIDENCE FROM THE LAZY-MINTING POLICY IN AN NFT MARKETPLACE
• Hong Zhang, University of Texas at Dallas
• Hongchang Wang, University of Texas at Dallas
• Amit Mehra, University of Texas at Dallas
• Eric Zheng, University of Texas at Dallas

HOW FREE MARKET ENTRY AFFECTS CREATION AND ENGAGEMENT: EVIDENCE FROM NON-FUNGIBLE TOKENS
• Ioannis Filippou Kanellopoulos, RSM Erasmus University Rotterdam
• Dominik Gutt, Erasmus University Rotterdam
• Murat M. Tunç, Tilburg University
• Ting Li, RSM Erasmus University Rotterdam
1:00pm-2:00pm
LUNCH

2:00pm-3:00pm
PANEL: THE FUTURE OF CRYPTO MARKETS
Chair: Brandon Adams, University of Miami
• Jason Barraza, Head of Growth and Ops, Security Token Market
• Meena Mani, VP of Brokerage and Crypto Product Development
• Roman Beck, European Blockchain Center and IT University of Copenhagen
• Hanna Halaburda, New York University

3:00pm-3:15pm
BREAK

3:15pm-4:15pm
PRESENTATION SESSION: CRYPTOCURRENCY PLATFORM MARKETS
Chair: Nina Huang, University of Miami

INFORMATION CUES IMPROVE USER WELFARE IN CRYPTOCURRENCY TRANSACTION MARKETS: AN EMPIRICAL STUDY OF EIP-1559
• Guangzhi Shang, Florida State University

WHAT DOESN’T KILL YOU MAKES YOU STRONGER?
EVIDENCE FROM VAMPIRE ATTACK ON DECENTRALIZED EXCHANGE
• Xi Zhao, Xi’an Jiaotong University
• Jian Li, Xi’an Jiaotong University
• Xiang (Shawn) Wan, Santa Clara University
• Xinyu Zang, University of Florida
• Kenny Cheng, University of Florida

OPERATION DUMBO DROP:
TO AIRDROP OR NOT TO AIRDROP FOR INITIAL COIN OFFERING SUCCESS?
• Jian Li, Xi’an Jiaotong University
• Xiang (Shawn) Wan, Santa Clara University
• Kenny Cheng, University of Florida
• Xi Zhao, Xi’an Jiaotong University

EFFECTS OF DECENTRALIZATION ON BLOCKCHAIN-BASED DIGITAL PLATFORM MARKET CAPITALIZATION
• Rongen Zhang, Baylor University
• Christopher Mueller-Bloch, ESSEC Business School
• Balasubramaniam Ramesh, Georgia State University
• Ling Xue, Georgia State University
4:15pm-4:30pm

BREAK

4:30pm-5:30pm

PRESENTATION SESSION: PLATFORM MARKETS IN CONTEXT
Chair: Kevin Hong, University of Miami

SOCIAL ATTENTION AS A REFERENCE POINT:
EVIDENCE FROM A FIELD EXPERIMENT ON A CRYPTO SOCIAL TRADING PLATFORM
• Xingchen Xu, University of Washington
• Qili Wang, University of Florida
• Yizhi Liu, University of Maryland
• Liangfei Qiu, University of Florida

UNVEILING THE CRYPTOCURRENCY SCANDAL: ADVOCATING FOR TRANSPARENCY AND
INVESTOR ACTIVISM TO ENHANCE EXCHANGE PERFORMANCE
• Jaeho Myeong, KAIST
• Miyeon Jung, UNLV
• Sang Pil Han, Arizona State University

OVERCOMING THE NOVELTY DISCOUNT:
THE ROLES OF OPEN-SOURCE DEVELOPMENT IN THE INITIAL COIN OFFERINGS (ICOS)
• Ziyi Xiong, Stevens Institute of Technology
• Rong Liu, Stevens Institute of Technology
• Yan Chen, Stevens Institute of Technology
• Chihoon Lee, Stevens Institute of Technology

5:30pm-7:30pm

RECEPTION IN THE FINKER-FRENKEL FAMILY PROMENADE
7:30 – 8:30am
BREAKFAST

8:30am – 9:30am
KEYNOTE: PROF. ROMAN BECK, IT UNIVERSITY OF COPENHAGEN AND HEAD OF THE EUROPEAN BLOCKCHAIN CENTER
See bio on last page

9:30-9:45am
BREAK

9:45am-10:45am
PRESENTATION SESSION: BLOCKCHAIN FOR BETTER BUSINESS AND ECONOMY
Chair: Liangfei Qiu, University of Florida

BLOCKCHAIN ADOPTION FOR ANTI-COUNTERFEITING IN CIRCULAR ECONOMY
  • Jessica Wu, Princess Anne High School
  • Katherine Song, Coral Reef High School
  • Harris Wu, Old Dominion University

DESIGNING FAIR AND INCLUSIVE NFT PROJECTS
  • Arthur Carvalho, Miami University
  • Liudmila Zavolokina, IFI
  • Suman Bhunia, Miami University
  • Monu Chaudhary (Miami University
  • Nitharsan Yoganathan, University of Zurich

NFT DESIGN PARADIGMS APPLIED TO INVOICING
  • Rongen Zhang, Baylor University
  • Nathan Galindo, Baylor University
  • Jack Reymond, Baylor University
  • Veda Storey, Georgia State University

CAN STABLECOINS ACTUALLY IMPROVE FINANCIAL INCLUSION:
EXPLORING THE IT AFFORDANCES OF TOKEN-BASED DIGITAL CURRENCIES
  • Henry Kim, York University
  • Xiaochen Zhang, Amazon Web Services
10:45am-11:00am
BREAK

11:00am-12:00pm
PRESENTATION SESSION: PLATFORM STRATEGY AND INNOVATION
Chair: Niam Yaraghi, University of Miami

HOW INCENTIVIZED CRYPTO-PAYMENTS AND BLOCKCHAIN ARE CHANGING THE GAME IN SOCIAL MEDIA
• Fatemeh Delkhosh, University of Calgary
• Ram Gopal, Warwick Business School
• Raymond Patterson, University of Calgary
• Niam Yaraghi, University of Miami

CO-CREATION OF BLOCKCHAIN-ENABLED DIGITAL MARKET OFFERINGS: A CASE STUDY OF THE DIGITAL ASSET ECOSYSTEM
• Simon Perrelet, University Bern
• Jens Dibbern, University Bern

BLOCKCHAIN INNOVATION COMPETITION IN SERVICE AND MANUFACTURING INDUSTRIES
• Sidi Zhao, Auburn University
• Pei Xu, Auburn University

TOKEN INCENTIVES AND PLATFORM COMPETITION: A TALE OF TWO SWAPS
• Xiaofeng Liu, UC San Diego, Rady School of Management
• Wei Chen, University of Arizona
• Kevin Zhu, UC San Diego, Rady School of Management

12:00pm-1:00pm
PANEL SESSION: DIRECTIONS FOR FUTURE RESEARCH INTO THE BUSINESS OF BLOCKCHAIN TECHNOLOGY
Chair: Ola Henfridsson
• Jungpil Hahn, National University of Singapore
• Liangfei Qiu, University of Florida
• Robert Gregory, University of Miami
• Guangzhi Shang, Florida State University

1.00pm-2:00pm
LUNCH
The Business of Blockchain Technology

Keynote Speakers

HANNA HALABURDA
joined New York University Stern School of Business as an Associate Professor of Technology, Operations and Statistics in September 2019. Since 2011, she has built a research program in digital currencies and blockchain technologies, including analyses of incentives in consensus protocols, cryptocurrency adoption, smart contracts, and token issuance. Professor Halaburda’s work has been published in Management Science, RAND, American Economic Journal, Games and Economic Behavior, and other academic journals. In 2015 she co-authored Beyond Bitcoin: The Economics of Digital Currency, the first book analyzing digital currencies from the economic perspective. The book’s 2nd edition, co-authored with Miklos Sarvary and Guillaume Haeringer, was published by Palgrave Macmillan in 2022.

ROMAN BECK
is a Full Professor at IT University of Copenhagen and Head of the European Blockchain Center. Based on his research output, Roman is ranked among the top 2% of all German professors in business administration and top 1% of all information systems researchers in the world. As a Blockchain economist, his research focuses on the role of changing the nature of work due to Blockchain with a focus on governance and value creation in decentralized systems. Roman is Head of the Danish ISO TC 307 Blockchain & Distributed Ledger Technology standardization group and is convenor and editor in charge of ISO TS 23635 “Guidelines for Blockchain Governance”. He is the representative of Denmark at the European Blockchain Partnership Technical Working Group at the EU Commission in Brussels for developing the European Blockchain Services Infrastructure. He is the convenor of the Blockchain Interoperability Governance group at UNECE and leads the Working Group on Blockchain Ethics for the EU Commission. Roman serves as Senior Editor for JAIS, BISE, and MISQE.

Committee

Advisory Council
Roman Beck, IT-university of Copenhagen
Robert Gregory, University of Miami
Hanna Halaburda, New York University
Kevin Hong, University of Miami
Nina Huang, University of Miami
Harris Kyriakou, ESSEC Business School
Lars Mathiassen, Georgia State University
Christoph Mueller-Bloch, ESSEC Business School
Robert Plant, University of Miami
Liangfei Qiu, University of Florida
Matti Rossi, Aalto University
Niam Yaraghi, University of Miami
Youngjin Yoo, Case Western Reserve University
J. Leon Zhao, Chinese University of Hong Kong (Shenzhen)
Feng Zhu, Harvard University

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Harry Wang, University of Delaware

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