南东延

职称：　　　助理教授

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教育背景
2019-2023　　博士：成均馆大学，Human-AI Interaction；
2017-2019　　硕士：中央大学，国际物流；
2011-2015　　学士：吉林财经大学，物流管理

工作经验
2024-Present　助理教授 / 澳门科技大学
2023-2024　　博士后研究员 / 讲师 / 成均馆大学

教学活动
用户/消费者行为
贸易物流
创新技术

研究领域
用户/消费者体验
信息管理
元宇宙

学术成果

*Corresponding Author; ** Co-First Author

Nan, D., Sun, S., Zhang, S., Zhao, X., & Kim, J. H. (2024). Analyzing behavioral intentions toward Generative Artificial Intelligence: the case of ChatGPT. Universal Access in the Information Society, 1-11. (SSCI, JCR 2023 IF=2.1)

Sun, S., Kim, J. H., Lee, K. M., & ***Nan, D.** (2024). Exploring the association between the Proteus effect and intention to play massive multiplayer online role-playing games (MMORPGs). Internet Research, 34(1), 58-78. (SSCI, JCR 2023 IF=5.9, Q1 in Business; ABS 2021=3 in Information Management)

Nan, D., Sun, S., Jansen, B. J., Kim, J. H. (2023). Beyond avatar coolness: Exploring the effects of avatar attributes on continuance intention to play massively multiplayer online role-playing games. International Journal of Human-Computer Interaction, 1-10. (SSCI, JCR 2023 IF=3.4, Q1 in Ergonomics)

Nan, D., Shin, E., Barnett, G.A., Cheah, S., Kim, J. H. (2022). Will coolness factors predict user satisfaction and loyalty? Evidence from an artificial neural network–structural equation model approach. Information Processing and Management, 59(6), 103108. (SSCI, JCR 2022 IF=8.6, Top4/Q1 in Information Science & Library Science; ABS 2021=2 in Information Management)

Kim, J. H., Jang, J., Kim, Y., & ***Nan, D.** (2022). A Structural Topic Model for Exploring User Satisfaction with Mobile Payments. CMC-Computers, Materials & Continua, 73(2), 3815-3826. (SCIE, JCR 2022 IF=3.1)

Lee, H., Lee, S. H., ***Nan, D.**, & Kim, J. H. (2022). Predicting User Satisfaction of Mobile Healthcare Services Using Machine Learning: Confronting the COVID-19 Pandemic. Journal of Organizational and End User Computing (JOEUC), 34(6), 1-17. (SSCI, JCR 2022 IF= 6.5, Top12/Q1 in Information Science & Library Science; ABS 2021=1 in Information Management)

Nan, D., Lee, H., Kim, Y., & Kim, J. H. (2022). My video game console is so cool! A coolness theory-based model for intention to use video game consoles. Technological

Forecasting and Social Change, 176, 121451. (SSCI, JCR 2022 IF=12.000, Top2/Q1 in Regional & Urban Planning, Top11/Q1 in Business; ABS 2021=3 in Innovation)

Kim, J. H., **Nan, D.**, Kim, Y., & Park, M. H. (2021). Computing the User Experience via Big Data Analysis: A Case of Uber Services. CMC-Computers, Materials & Continua, 67(3), 2819-2829. (SCIE, JCR 2021 IF=3.860, Q2 in Computer Science, Information Systems)

Park, G., ****Nan, D.**, Park, E., Kim, K. J., Han, J., & Del Pobil, A. P. (2021, January). Computers as social actors? Examining how users perceive and interact with virtual influencers on social media. In 2021 15th international conference on ubiquitous information management and communication (imcom) (pp. 1-6). IEEE. (Scopus, 60+ citations)

其他专业资格 / 奖项 / 活动

2024 Lee Suk Han 信息智能研究奖；成均馆大学计算器学院
2023 最佳研究奖；成均馆大学计算器学院
2022 最佳研究奖；成均馆大学计算器学院

Journal of Global Information Management (SSCI), Electronic Commerce Research (SSCI), Journal of Electronic Commerce Research (SSCI), Internet Research (SSCI), International Journal of Human-Computer Interaction (SSCI), Financial Innovation (SSCI) 等国际期刊审稿人