南東延

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教育背景
2019-2023　博士：成均館大學，Human-AI Interaction；
2017-2019　碩士：中央大學, 國際物流；
2011-2015　學士：吉林財經大學，物流管理

工作經驗
2024-Present　助理教授 / 澳門科技大學
2023-2024　博士後研究員 / 講師 / 成均館大學

教學活動
用戶/消費者行為
貿易物流
創新技術

研究領域
用戶/消費者體驗
信息管理
元宇宙

學術成果

*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)

其他專業資格 / 獎項 / 活動

2024 Lee Suk Han 資訊智能研究獎；成均館大學計算機學院
2023 最佳研究獎；成均館大學計算機學院
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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) 等國際期刊審稿人