

Nan Dongyan



Title : Assistant Professor
Faculty : School of Business
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Academic Qualification

2019-2023 Ph.D.: Sungkyunkwan University; Human-AI Interaction;
2017-2019 Master: Chung-Ang University, International Logistics;
2011-2015 BA: Jilin University of Finance and Economics, Logistics Management

Working Experience

2024-Present Assistant Professor / Sungkyunkwan University
2023-2024 Post-doc Researcher / Lecturer / Sungkyunkwan University

Teaching Activities

User/consumer Behavior
Trade and Logistics
Innovative Technology

Research Areas

User/consumer Experience
Information Management
Metaverse

Selected Publications

[PLEASE CLICK HERE FOR ALL PUBLICATIONS~! \(Google Scholar\)](#)

*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)

Other Professional Activities

Reviewer in Journal of Global Information Management (SSCI), 2021~

Reviewer in Electronic Commerce Research (SSCI), 2021~

Reviewer in Journal of Electronic Commerce Research (SSCI), 2022~

Reviewer in Internet Research (SSCI), 2022~

Reviewer in International Journal of Human-Computer Interaction (SSCI), 2023~

Reviewer in Financial Innovation (SSCI), 2024~

Program Committee in 2023 6th Asia Conference on Cognitive Engineering and Intelligent Interaction (CEII2023)

Program Committee in 2024 7th Asia Conference on Cognitive Engineering and Intelligent Interaction (CEII2024)

Honors/Awards

2024 Lee Suk Han Information Intelligence Research Award; College of Computing, Sungkyunkwan University

2023 Best Research Award; College of Computing, Sungkyunkwan University

2022 Best Research Award; College of Computing, Sungkyunkwan University