

Dongyan Nan



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Academic Qualification

2019-2023	Ph.D.: Sungkyunkwan University, Human-AI Interaction
2022-2023	Visiting Ph.D. Student: Nanyang Technological University, Wee Kim Wee School of Communication and Information
2017-2019	Master: Chung-Ang University, International Logistics
2011-2015	BS/BA: Jilin University of Finance and Economics, Logistics Management

Working Experience

2024-current	Assistant Professor / Macau University of Science and Technology
2023-2024	Post-doc Researcher and Lecturer / Sungkyunkwan University

Teaching Activities

Research Methods and Simulation
Supply Chain Finance
User/consumer behavior
Technology management

Research Areas

Human-AI Interaction
User Experience
Information Management
Technology Adoption

Selected Publications

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

Google Scholar h-index: 16+, i10-index: 23+ (850+ citations, Aug. 2025)

*Corresponding Author; ** Co-First Author

Zhao, X., Zhang, S., Sun, S., *Nan, D., & Kim, J. H. (2025). Exploring Factors Influencing Word-of-Mouth Intentions for AI Profile Picture Generation Services: Evidence from the TAM, Self-Presentation Theory, and Perceived Risk Theory. *International Journal of Human–Computer Interaction*, 1-9. (SSCI, JCR 2024 IF=4.9, Q1 in Ergonomics; CCF-B)

Nan, D., Zhao, X., Chen, C., Sun, S., Lee, K. R., & Kim, J. H. (2025). Bibliometric analysis on ChatGPT research with CiteSpace. *Information*, 16(1), 38. (ESCI)

Nan, D., Sun, S., Zhang, S., Zhao, X., & Kim, J. H. (2025). Analyzing behavioral intentions toward Generative Artificial Intelligence: the case of ChatGPT. *Universal Access in the Information Society*, 24, 885–895. (SCIE, JCR 2024 IF=2.7 Q2 in COMPUTER SCIENCE, CYBERNETICS)

Zhao, X., Zhang, S., Nan, D., Han, J., & Kim, J. H. (2024). Human–Computer Interaction in Healthcare: A Bibliometric Analysis with CiteSpace, 12(23), 2467. (SSCI, JCR 2024 IF=2.7 Q2 in Health Policy and Services)

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 2024 IF=6.8, Q1 in Business; ABS 2021=3 in Information Management)

Sun, S., Lee, E., Baek, S. Y., Hwang, S., Lee, W., Nan, D., ... & Kim, J. H. (2024). Kiss up, Kick down: Exploring Behavioral Changes in Multi-modal Large Language Models with Assigned Visual Personas. *EMNLP 2024*. (top conference in computer science; CCF-B)

Nan, D., Sun, S., Jansen, B. J., & Kim, J. H. (2024). 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*, 40(23), 8219-8228. (SSCI, JCR 2024 IF=4.9, Q1 in Ergonomics; CCF-B)

Zhao, X., **Nan, D., Chen, C., Zhang, S., Che, S., & Kim, J. H. (2023). Bibliometric study on environmental, social, and governance research using CiteSpace. *Frontiers in Environmental Science*, 10, 1087493 (SCIE, JCR 2023 IF=3.3, Q2 in Environmental Sciences, 70+ citations).

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, 90+ citations)

Other Professional Activities

- *Editorial Board Member in Humanities and Social Sciences Communications (SSCI)*
- *Board Member in Korean Association of Data Science*
- *Reviewer in 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), Information Processing and Management (SSCI), Behaviour & Information Technology (SSCI), and Acta Psychologica (SSCI)*

Honors/Awards

- *Lee Suk Han Information Intelligence Research Award; College of Computing, Sungkyunkwan University, 2024*
- *Best Research Award; College of Computing, Sungkyunkwan University, 2023*
- *Best Research Award; College of Computing, Sungkyunkwan University, 2022*

Fundings

- *Principal investigator, 30,000 MOP, Macau University of Science and Technology Faculty Research Grant, 2024.12~2025.12*