

南东延



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教育背景

2019-2023	Ph.D.: 成均馆大学, Human-AI Interaction;
2022-2023	Visiting Ph.D. student: 南洋理工大学, WKWSCI
2017-2019	Master: 中央大学, 国际物流;
2011-2015	BS/BA: 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

研究方法与模拟
供应链金融
使用者/消费者行为
科技管理

研究领域

人机交互
使用者体验
信息管理
科技应用

学术成果

[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)

其他专业资格 / 活动

- *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)*

奖项

- *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*

基金

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