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**Education**

PhD, University of British Columbia, Canada, 1997  
Master of Science, National University of Singapore, Singapore, 1992  
Bachelor of Science, National University of Singapore, Singapore, 1989

**Academic Appointments**

Professor of Information Systems, School of Computing and Information Systems, SMU, Jul 2024 – Present  
Professor of Information Systems, College of Business, City University of Hong Kong, Oct 2022 – Jul 2024  
Professor of Media and Communication, College of Liberal Arts and Social Sciences, City University of Hong Kong, Aug 2021 – Jul 2024  
Professor of Information Technology, Department of Business and Information Technology, Missouri University of Science and Technology (formerly University of Missouri-Rolla), Aug 2012 – Aug 2021  
Professor of Management, College of Business Administration, University of Nebraska-Lincoln, Aug 2011 – Aug 2012  
Associate Professor of Management, College of Business Administration, University of Nebraska-Lincoln, Aug 2004 – Aug 2011  
Assistant Professor of Management, College of Business Administration, University of Nebraska-Lincoln, Aug 1998 – Aug 2004  
Assistant Professor of Management, Krannert School of Management, Purdue University, Aug 1996 – Aug 1998

**Other Positions Held**

Convenor, Brain Research Cluster Sponsored by College of Liberal Arts and Social Sciences, City University of Hong Kong, 2022 – 2024  
Director, Laboratory of Information Technology Evaluation (LITE), Missouri University of Science and Technology, 2015 – 2021

**Recent Awards and Honors**

Top 50 Asia Women Tech Leaders Award 2024 - <https://asiawomentech.com/>  
Top 2% most highly cited researcher in the world based on single-year and career-long citations, 2021 – 2023  
Best Associate Editor, Human Computer/Robot Interaction Track, International Conference on Information Systems, 2022  
Distinguished Member - Cum Laude, Association for Information Systems, 2022

Sandra Slaughter Service Award, Association for Information Systems, 2021

First Place Daniel J. Power Best Paper Award, Midwest Association for Information Systems Conference, 2021

### **Professional Memberships**

Association for Information Systems (AIS)

Association for Computing Machinery (ACM)

International Communication Association (ICA)

American Psychological Association (APA)

### **RESEARCH**

#### **Research Interests**

Human-computer Interaction

Computer-mediated communication

Neuro-IS

Generative artificial intelligence applications in business

Application of technology in education

#### **Selected Publications**

##### (Selected) Journal Articles [Refereed]

Schiller, S., Nah, F., Luse, A., and Siau, K., "Men are from Mars and Women are from Venus: Dyadic Collaboration in the Metaverse," *Internet Research*, 34(1), February 2024, pp. 149-173.

Moqbel, M., Nevo, S., and Nah, F., "Unveiling the Dark Side in Smartphone Addiction: Mediation of Strain and Moderation of Hedonic Use on Well-being," *Internet Research*, 33(1), March 2023, pp. 12-38.

Bansal, G. and Nah, F., "Internet Privacy Concerns Revisited: Oversight from Surveillance and Right to be Forgotten as New Dimensions," *Information & Management*, 59(3), April 2022, 103618, pp. 1-17.

Sharma, K., Zhan, X., Nah, F., Siau, K., and Cheng, M., "Impact of Digital Nudging on Information Security Behavior: An Experimental Study on Framing and Priming in Cybersecurity," *Organizational Cybersecurity Journal: Practice, Process and People*, 1(1), September 2021, pp. 69-91.

Stephanidis, C., Salvendy, G., Antona, M., Chen, J., Dong, J., Duffy, V., Fang, X., Fidopiastis, C., Fragomeni, G., Fu, L., Guo, Y., Harris, D., Ioannou, A., Jeong, K., Konomi, S., Krömker, H., Kurosu, M., Lewis, J.R., Marcus, A., Meiselwitz, G., Moallem, A., Mori, H., Nah, F., Ntoa, S., Rau, P., Schmorow, D., Siau, K., Streitz, N., Wang, W., Yamamoto, S., Zaphiris, P., and Zhou, J., "Seven HCI Grand Challenges," *International Journal of Human-Computer Interaction*, 35(14), July 2019, pp. 1229-1269.

Nah, F., Eschenbrenner, B., Claybaugh, C., and Koob, P., "Gamification of Enterprise Systems," *Systems*, 7(1), February 2019, pp. 1-21.

Adapa, A., Nah, F., Hall, R., Siau, K., and Smith, S., "Factors Influencing the Adoption of Smart Wearable Devices," *International Journal of Human-Computer Interaction*, 34(5), May 2018, pp. 399-409.

- Moqbel, M. and Nah, F., "Enterprise Social Media Use and Impact on Performance: The Role of Workplace Integration and Positive Emotions," *AIS Transactions on Human-Computer Interaction*, 9(4), December 2017, pp. 261-280.
- Nah, F. and Eschenbrenner, B., "Understanding Gender Differences in Media Perceptions of Hedonic Systems: A Comparison of 2D versus 3D Media," *Journal of Database Management*, 27(3), July-September 2016, pp. 23-37.
- Eschenbrenner, B., Nah, F., and Telaprolu, V., "Efficacy of Social Media Utilization by Public Accounting Firms: Findings and Directions for Future Research," *Journal of Information Systems*, 29(2), Summer 2015, pp. 5-21.
- Eschenbrenner, B. and Nah, F., "Information Systems User Competency: A Conceptual Foundation," *Communications of the Association for Information Systems*, 34, Article 81, June 2014, pp. 1363-1378.
- Schiller, S., Mennecke, B., Nah, F., and Luse, A., "Institutional Boundaries and Trust of Virtual Teams in Collaborative Design: An Experimental Study in a Virtual World Environment," *Computers in Human Behavior*, 35, June 2014, pp. 565-577.
- Nah, F., Eschenbrenner, B., Zeng, Q., Telaprolu, V., and Sepehr, S., "Flow in Gaming: Literature Synthesis and Framework Development," *International Journal of Information Systems and Management*, 1(1/2), 2014, pp. 83-124.
- Chen, X., Siau, K., and Nah, F., "Empirical Comparison of 3-D Virtual World and Face-to-face Classroom for Higher Education," *Journal of Database Management*, 23(3), July-September 2012, pp. 30-49.
- Nah, F., Eschenbrenner, B., and DeWester, D., "Enhancing Brand Equity through Flow and Telepresence: A Comparison of 2D and 3D Virtual Worlds," *MIS Quarterly*, 35(3), September 2011, pp. 731-747.
- Nah, F., Eschenbrenner, B., DeWester, D., and Park, S., "Impact of Flow and Brand Equity in 3D Virtual Worlds," *Journal of Database Management*, 21(3), July-September 2010, pp. 69-89.
- Sheng, H., Siau, K., and Nah, F., "Understanding the Values of Mobile Technology in Education: A Value-Focused Thinking Approach," *DATA BASE for Advances in Information Systems*, 41(2), May 2010, pp. 25-44.
- Park, S., Nah, F., DeWester, D., Eschenbrenner, B., and Jeon, S., "Virtual World Affordances: Enhancing Brand Value," *Journal of Virtual Worlds Research*, 1(2), November 2008, pp. 1-18.
- Sheng, H., Nah, F., and Siau, K., "An Experimental Study on U-commerce Adoption: Impact of Personalization and Privacy Concerns," *Journal of the Association for Information Systems*, 9(6), June 2008, pp. 344-376.
- Galanxhi-Janaqi, H. and Nah, F., "Deception in Cyberspace: A Comparison of Text-only vs. Avatar-supported Medium," *International Journal of Human-Computer Studies*, 65(9), September 2007, pp. 770-783.
- Nah, F. and Delgado, S., "Critical Success Factors for ERP Implementation and Upgrade," *Journal of Computer Information Systems*, 46(5), October 2006, pp. 99-113.
- Galanxhi, H. and Nah, F., "Privacy Issues in the Era of Ubiquitous Commerce," *Electronic Markets*, 16(3), August 2006, pp. 222-232.

- Siau, K., Sheng, H., and Nah, F., "Use of a Classroom Response System to Enhance Classroom Interactivity," *IEEE Transactions on Education*, 49(3), August 2006, pp. 398-403.
- Sheng, H., Nah, F., and Siau, K., "Strategic Implications of Mobile Technology: A Case Study Using Value-Focused Thinking," *Journal of Strategic Information Systems*, 14(3), September 2005, pp. 269-290.
- Shukla, S. and Nah, F., "Web Browsing and Spyware Intrusion," *Communications of the ACM*, 48(8), August 2005, pp. 85-90.
- Nah, F., Siau, K., and Sheng, H., "The Value of Mobile Applications: A Utility Company Study," *Communications of the ACM*, 48(2), February 2005, pp. 85-90.
- Nah, F., Tan, X., and Teh, S.H., "An Empirical Investigation on End-Users' Acceptance of Enterprise Systems," *Information Resources Management Journal*, 17(3), July-September 2004, pp. 32-53.
- Nah, F., "A Study on Tolerable Waiting Time: How Long Are Web Users Willing to Wait?" *Behaviour and Information Technology*, 23(3), May-June 2004, pp. 153-163.
- Nah, F. and Benbasat, I., "Knowledge-based Support in a Group Decision Making Context: An Expert-Novice Comparison," *Journal of the Association for Information Systems*, 5(3), March 2004, pp. 125-150.
- Nadkarni, S. and Nah, F., "Aggregated Causal Maps: An Approach to Elicit and Aggregate the Knowledge of Multiple Experts," *Communications of the Association for Information Systems*, 12, Article 25, October 2003, pp. 406-436.
- Nah, F., Zuckweiler, K.M., and Lau, J.L., "ERP Implementation: Chief Information Officers' Perceptions of Critical Success Factors," *International Journal of Human-Computer Interaction*, 16(1), August 2003, pp. 5-22.
- Nah, F. and Davis, S. "HCI Research Issues in Electronic Commerce," *Journal of Electronic Commerce Research*, 3(3), August 2002, pp. 98-113.
- Siau, K., Nah, F., and Teng, J.L. "Internet Abuse and Acceptable Internet Use Policy," *Communications of the ACM*, 45(1), January 2002, pp. 75-79.
- Nah, F., Faja, S., and Cata, T., "Characteristics of ERP Software Maintenance: A Multiple Case Study," *Journal of Software Maintenance and Evolution*, 13(6), December 2001, pp. 399-414.
- Nah, F., Lau, J., and Kuang, J., "Critical Factors for Successful Implementation of Enterprise Systems," *Business Process Management Journal*, 7(3), 2001, pp. 285-296.
- Sieber, T., Siau, K., Nah, F., and Sieber, M., "SAP Implementation at the University of Nebraska," *Journal of Information Technology Cases and Applications*, 2(1), March 2000, pp. 41-72.
- Nah, F., Mao, J., and Benbasat, I., "The Effectiveness of Expert Support Technology for Decision Making: Individuals versus Small Groups," *Journal of Information Technology*, 14(2), June 1999, pp. 137-147.

### (Selected) Book Chapters

Zhou, S., Liu, X., Nah, F., Harrison, S., Zhang, X., Zhen, S., Yeung, D., Hsiao, J., LC, R., Chan, A., Wang, X., Jiang, C., Lin, F., Li, J., Wong, A., Chan, L., George, B., and Li, P., "Understanding and Fighting Scams: Media, Language, Appeals and Effects," *Lecture Notes in Computer Science* (forthcoming).

Yang, X., Nah, F., and Lin, F., "A Review on the Effects of Chanting and Solfeggio Frequencies on Well-being," *Lecture Notes in Computer Science 14055*, Q. Cao, J. Zhou, V. G. Duffy, M. Antona, and C. Stephanidis (editors), Springer, 2023, pp. 628-639.

Wan, W., Tsimplis, M., Siau, K., Yue, W., Nah, F., and Yu, G., "Legal and Regulatory Issues on Artificial Intelligence, Machine Learning, Data Science, and Big Data," *Lecture Notes in Computer Science 13518*, J. Y. C. Chen., G. Fragomeni, H. Degen, and S. Ntoa (editors), Springer, 2022, pp. 558-567.

Jia, F., Shi, Y., Sia, C., Tan, C.-H., Nah, F., and Siau, K., "Users' Reception of Product Recommendations: Analyses Based on Eye Tracking Data," *Lecture Notes in Computer Science 12783*, F. F.-H. Nah, and K. Siau (editors), Springer, 2021, pp. 90-104.

Galanxhi, H., and Nah, F., "Addressing the "Unseens": Digital Wellbeing in the Remote Workplace," *Lecture Notes in Computer Science 12783*, F. F.-H. Nah, and K. Siau (editors), Springer, 2021, pp. 347-364.

Roy, D. and Nah, F., "A Review on Eye-tracking Metrics for Sleepiness," *Lecture Notes in Computer Science 12427*, C. Stephanidis, G. Salvendy, J. Wei, S. Yamamoto, H. Mori, G. Meiselwitz, F. F.-H. Nah, and K. Siau (editors), Springer, 2020, pp. 630-640.

Nah, F. and Siau, K. "COVID-19 Pandemic – Role of Technology in Transforming Business to a New Normal," *Lecture Notes in Computer Science 12427*, C. Stephanidis, G. Salvendy, J. Wei, S. Yamamoto, H. Mori, G. Meiselwitz, F. F.-H. Nah, and K. Siau (editors), Springer, 2020, pp. 585-600.

Eschenbrenner, B., Nah, F., and Lu, Z., "Role of Social Media in Public Accounting Firms," *Lecture Notes in Computer Science 10923*, F. F.-H. Nah and B. S. Xiao (editors), Springer, 2018, pp. 455-464.

Chan, E., Nah, F., Liu, Q., and Lu, Z., "Effect of Gamification on Intrinsic Motivation," *Lecture Notes in Computer Science 10923*, F. F.-H. Nah and B. S. Xiao (editors), Springer, 2018, pp. 445-454.

Zhan, X., Nah, F., and Cheng, M., "An Assessment of Users' Cyber Security Risk Tolerance in Reward-based Exchange," *Lecture Notes in Computer Science 10923*, F. F.-H. Nah and B. S. Xiao (editors), Springer, 2018, pp. 421-441.

Nah, F., Yelamanchili, T., and Siau, K., "A Review on Neuropsychophysiological Correlates of Flow," *Lecture Notes in Computer Science 10294*, F. F.-H. Nah and C.-H. Tan (editors), Springer, 2017, pp. 364-372.

Shi, Y., Zeng, Q., Nah, F., Tan, C., Sia, C., Siau, K., and Yan, J., "Effect of Timing and Source of Online Product Recommendations: An Eye-tracking Study," *Lecture Notes in Computer Science 10294*, F. F.-H. Nah and C.-H. Tan (editors), Springer, 2017, pp. 95-107.

Smith, S., Nah, F., and Cheng, M., "The Impact of Security Cues on User Perceived Security in E-commerce," *Lecture Notes in Computer Science 9750*, T. Tryfonas (editor), Springer, 2016, pp. 164-173.

Hassan, R., Twyman, N., Nah, F., and Siau, K., "Patient Engagement in the Medical Facility Waiting Room Using Gamified Healthcare Information Delivery," *Lecture Notes in Computer Science 9752*, F. F.-H. Nah and C.-H. Tan (editors), Springer, 2016, pp. 412-423.

Tan, C., Silva, A., Lee, R., Wang, K., and Nah, F., "HCI Testing in Laboratory or Field Settings," *Lecture Notes in Computer Science 9752*, F. F.-H. Nah and C.-H. Tan (editors), Springer, 2016, pp. 110-116.

Sharma, R., Nah, F., Sharma, K., Katta, T., Pang, N., and Yong, A., "Smart Living for Elderly: Design and Human-Computer Interaction Considerations," *Lecture Notes in Computer Science 9755*, J. Zhou and G. Salvendy (editors), Springer, 2016, pp. 112-122.

Nah, F., Daggubati, L., Tarigonda, A., Nuvvula, R., and Turel, O., "Effects of the Use of Points, Leaderboards and Badges on In-game Purchases of Virtual Goods," *Lecture Notes in Computer Science 9191*, F. F.-H. Nah, & C.-H. Tan (editors), Springer-Verlag, 2015, pp. 525-531.

Nah, F., Galletta, D., Knight, M., Lewis, J.R., Pruitt, J., Salvendy, G., Sheng, H., and Wichansky, A., "Creating Greater Synergy between HCI Academia and Practice," *Lecture Notes in Computer Science 9191*, F. F.-H. Nah, & C.-H. Tan (editors), Springer-Verlag, 2015, pp. 727-738.

Nah, F., Zeng, Q., Telaprolu, V., Padmanabhuni Ayyappa, A., and Eschenbrenner, B., "Gamification of Education: A Review of Literature," *Lecture Notes in Computer Science 8527*, F. F.-H. Nah (editor), Springer-Verlag, 2014, pp. 401-409.

Nah, F., Telaprolu, V., Rallapalli, S., and Venkata, P., "Gamification of Education using Computer Games," *Lecture Notes in Computer Science 8018*, S. Yamamoto (editor), Springer-Verlag, 2013, pp. 99-107.

Lehto, M., Nah, F., and Yi, J., "Decision-Making Models, Decision Support and Problem Solving," *Handbook of Human Factors and Ergonomics* (Fourth Edition), G. Salvendy (editor), Wiley, 2012, pp. 192-242.

Eschenbrenner, B., Nah, F., and Siau, K., "A 360-Degree Perspective of Education in 3-D Virtual Worlds," *Principle Advancements in Database Management Technologies: New Applications and Frameworks*, Information Science Reference, K. Siau and J. Erickson (editors), 2009, pp. 291-309.

Nah, F., Islam, Z., and Tan, M., "Empirical Assessment of Factors Influencing Success of Enterprise Resource Planning Implementations," *Selected Readings on Strategic Information Systems*, Information Science Reference, G. Hunter (editor), 2008, pp. 276-299.

Eschenbrenner, B. and Nah, F., "What Makes Them So Special? Identifying Attributes of Highly Competent Information System Users," *Lecture Notes in Computer Science 4550* (Part I): Human-Computer Interaction - Interaction Design and Usability, J.A. Jacko (editor), Springer, 2007, pp. 736-745.

Lehto, M., and Nah, F., "Decision Making Models and Decision Support," *Handbook of Human Factors and Ergonomics* (Third Edition), G. Salvendy (editor), Wiley, 2006, pp. 191-242.

Zhu, W., Nah, F., and Zhao, F., "Factors Influencing Users' Adoption of Mobile Computing," *Managing E-Commerce and Mobile Computing Technologies*, J. Mariga (editor), IRM Press, 2003, pp. 260-271.

Nah, F., "A Study of Web Users' Waiting Time," *Intelligent Support Systems Technology: Knowledge Management*, V. Sugumaran (editor), IRM Press, 2002, pp. 145-152.

Nah, F. and Kim, K., "World Wide Wait," *Managing Web-Enabled Technologies in Organizations: A Global Perspective*, M. Khosrowpour (editor), Idea Publishing Group, 2000, pp. 146-161.

### **Recent Research Grants**

Fund for Innovative Technology-in-Education for City University of Hong Kong, HK\$2.5 million, 2023-2025 (co-I)  
Fund for Innovative Technology-in-Education for Lingnan University, ~HK\$1.5 million, 2024-2025 (co-I)  
General Research Grant by Research Grants Council of Hong Kong, HK\$447,557, 2023-2025 (co-I)  
City University of Hong Kong Strategic Interdisciplinary Research Grant, HK\$300,000, 2023-2025 (PI)  
City University of Hong Kong Strategic Interdisciplinary Research Grant, HK\$300,000, 2023-2025 (co-I)  
City University of Hong Kong Teaching Development Grant, HK\$289,994. 2023-2024 (PI)

### **SELECTED CURRENT AND RECENT EXTERNAL SERVICE – PROFESSIONAL**

Editor-in-chief, AIS Transactions on Human-Computer Interaction (THCI), 2019 – Present  
Senior Advisory Board, Journal of Information Technology Case and Application Research (JITCAR), 2022 – Present  
Advisory Board, AIS Special Interest Group on Human-Computer Interaction (SIGHCI), 2006 – Present  
Business Advisor, Soqql, 2024 – Present  
Business Advisor, Flowpamine, 2024 – Present  
Business Advisor, Datality, 2023 – Present  
Associate Editor, Journal of Electronic Commerce Research (JECR), 2002 – Present  
Associate Editor, International Journal of Human-Computer Studies (IJHCS), 2009 – Present  
Associate Editor, Information and Management (I&M), 2012 – Present  
Associate Editor, Journal of Global Information Management (JGIM), 2012 – Present  
Associate Editor, Internet Research (INTR), 2022 – Present  
Academic Editorial Board, PLOS ONE, 2023 – Present  
Editorial Board Member, Journal of Database Management (JDM), 1999 – Present  
Editorial Board Member, International Journal of Human-Computer Interaction (IJHCI), 2005 – Present  
Editorial Board Member, International Journal of Mobile Learning and Organization (IJMLO), 2007 – Present  
Program Chair/Co-chair, International Conference on Human-Computer Interaction in Business, Government and Organizations (HCIBGO), in conjunction with and as an affiliated conference of the Human-Computer Interaction International (HCII) Conference, 2014 – 2025  
Track Co-chair, Virtual Communities and Collaboration, Americas Conference on Information Systems (AMCIS), 2018 – 2022, 2024  
Track Co-chair, Service Management and Innovation, 7th International Conference on Service Science and Innovation (ICSSI), 2024  
Associate Editor, Human-Computer Interaction track, European Conference on Information Systems (ECIS), 2024  
Program Committee, Neuro-IS Gmunden Retreat, 2015 – 2024  
Program Committee, GamiFIN, 2019 – 2024  
Mentor, Junior Faculty Consortium, International Conference on Information Systems, 2024  
Reviewer, The Research Grants Council (RGC) of Hong Kong, 2009 – 2021, 2023 – 2024