

Curriculum Vitae

Heshan Sun

Full Professor

Richard Van Horn Professor of IT and Analytics

MIS Division, Price College of Business, University of Oklahoma

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Chronology of Education

- Ph.D. (with Doctoral Prize) in Information Science and Technology, Syracuse University, School of Information Studies, Syracuse, NY, December 2007.
 - Dissertation: *Towards a Better Understanding of the Dynamics of IT Use: A New Concept of Adaptive IT Use*, Advisor: Dr. Ping Zhang.
- M.S. in Information Management, Peking University, Department of Information Management, Beijing, China, July 2002.
- B.A. in International Trade, Nankai University, School of International Business, Tianjin, China, July 1999.

Chronology of Employment

July 2022-present	Richard Van Horn Professor of IT and Analytics, Division of Management Information Systems, Price College of Business, University of Oklahoma.
July 2020 – present	Full Professor (tenured), Division of Management Information Systems, Price College of Business, University of Oklahoma
Aug 2018 – June 2020	Associate Professor (tenured), Division of Management Information Systems, Price College of Business University of Oklahoma
Aug 2015 – Aug 2018	Associate Professor (tenured), Department of Management, College of Business and Behavioral Sciences Clemson University
Aug 2013 – Aug 15	Assistant Professor (tenure-track), Department of Management, College of Business and Behavioral Sciences Clemson University
Jan 2008-May 2013	Assistant Professor (tenure-track), School of Information Resources and Library Science University of Arizona (Early promotion to Associate Professor with Tenure in Spring 2013)
Dec 2011-Aug 2012	Senior Visiting Fellow, Department of Information Systems, School of Computing National University of Singapore
May 2011-May 2013	Faculty member, Cognitive Science GIDP University of Arizona
Aug 2003-Dec 2007	Graduate Assistant, School of Information Studies, Syracuse University
Sept 2006-Sept 2007	Executive Director, SU-Nokia WirelessGrid Consortium.
Sept 1999-Aug 2001	Executive Analyst and Project Manager (Analyst before March 2000), ChinaLab Consulting, Beijing, China.

Honors and Awards

- 2024 Doctoral Student Mentorship Award, Price College of Business, University of Oklahoma
- 2024 Ranked 38th Worldwide on the Top IS Researcher List (2021-2023), based on the college's four top IS journals <https://www.aisresearchrankings.org/rankings/>
- 2023 2nd runner-up for the Kauffman Foundation Best Paper Award at the International Conference on Information Systems.
- 2023 Ranked 45th Worldwide on the Top IS Researcher List (2018-2022), based on the college's four top IS journals <https://www.aisresearchrankings.org/rankings/>
- 2020-present Recognized by Public Library of Science (PLOS) "Most Influential Researchers in the World" list.
- 2020 Houston and Mary Jo Johnson Master Teacher Award, Price College of Business, University of Oklahoma
- 2018 Dean's Award for Interdisciplinary Collaboration Research, College of Business, Clemson University
- 2017 Faculty of Excellence Award, Department of Management, College of Business, Clemson University
- 2017 MBA Professor of the Year Award, College of Business, Clemson University
- 2017 Graduate Teaching Excellence Award (for teaching graduate-level business analytics courses), College of Business, Clemson University.
- 2017 Emerald Citation of Excellence Award.
- 2016 "Best Paper Award" runner-up, 2016 Pre-ICIS DIGIT Workshop.
- 2014-2017 Associate Editor, *MIS Quarterly* (impact factor: 5.384)
- 2014 Service Award, AIS SIGADIT.
- 2014 Ranked 18th on the Top IS Researcher List, based on the basket of six elite Information Systems research journals (<http://www.vvenkatesh.com/isranking/RankingsAIS6byAut.asp?RYear=3>).
- 2012 Reviewer of the Year (2011), *MIS Quarterly*.
- 2012 Best Reviewer Award, *AIS Transactions on Human-Computer Interaction*
- 2011 Recognized by the "Top 100 Ranking of Researchers," based on the basket of six elite Information Systems research journals, on the three-year (2008-2010).
- 2011 Best Reviewer of 2009, the *AIS Transactions on Human-Computer Interaction*.
- 2010 Sun, H., and Zhang, P. "The Role of Moderating Factors in User Technology Acceptance", *International Journal of Human-Computer Studies (IJHCS)*, 2006, is recognized by the *International Journal of Human-Computer Studies* as one of the "Top 10 Cited" articles (coming in at 3rd place).
- 2009 Recognized in a bibliometric study as one of the top MIS/HCI researchers worldwide for the period of 2003-2008 (ranked 9th and 18th on two lists). [Zhang, P, N. Li, M. J. Scialdone, and J. Carey (2009) "The Intellectual Advancement of Human-Computer Interaction Research: A Critical Assessment of the MIS Literature (1990-2008)," *AIS Transactions on Human-Computer Interaction*, (1) 3, pp. 55-107.]
- 2009 Best Reviewer Award, DIGIT 2009 (hosted by SIGADIT), Phoenix, AZ, December 15.
- 2009 Nomination for the "Best Reviewer Award". Annual Workshop on Human-Computer Interaction Research in Management Information Systems, Phoenix, AZ. December 14.
- 2008 Junior Faculty Travel Grant, International Affairs, University of Arizona.
- 2008 Doctoral Prize, Syracuse University. Based on dissertation research; one award for each college every year.

- 2008 Nomination by the School of Information Studies at Syracuse University for the Best Dissertation Award at the International Conference on Information Systems.
- 2008 Nomination for the “Best Paper Award” at the Pacific Asia Conference on Information Systems, July 3-7, 2008, Suzhou, China.
- 2007 Nomination for the “Best Reviewer Award”, Annual Workshop on Human-Computer Interaction Research in Management Information Systems, Montréal, Canada. December 8.
- 2007 Recipient of the StudyResponse Dissertation Grant (Syracuse University).
- 2005 Doctoral Student Award. Information Institute (USA) (<http://www.information-institute.org/index.html>).
- 2005 Recipient of the Small Research Grant for doctoral students, Syracuse University.
- 2004 “Best Paper Award”. Annual Workshop on Human-Computer Interaction Research in Management Information Systems. Washington DC, December 10-11.
- 2004 NSF Summer Fellowship recipient to attend the annual graduate WebShop (2004) at the University of Maryland.
- 2004 Recipient of the Small Research Grant for doctoral students. Syracuse University.
- 2004 Runner-up for the “Best Student Proposal Award,” “Cognition in the Rough VII (CIR'04) Professional Development Workshop,” Academy of Management, Managerial and Organizational Cognition Division, New Orleans LA, August 8th, 2004.

Journal Publications (Google Scholar Citations on 17/Aug/2024 = 6331, h-index = 28, i10-index = 36)

1. Varun Grover., Xinhui Zhan, Heshan Sun, and Dan Jiang. Fashionable Consumer Technology, IT Fashion, and Consumer Behavior. *Information Systems Research (ISR)*. Forthcoming.
2. Shih-Lun (Allen) Tseng, Heshan Sun, Radhika Santhanam, Shuya Lu, and Jason Thatcher, Rethinking Gamification Failure: A Model and Investigation of Gamified System Maladaptive Behaviors, *Information Systems Research*. accepted for publication.
3. Christian Maier, Sven Laumer, Heshan Sun, Jason Thatcher, and Tim Weitzel, Why Do Users become Ex-Users? A Shocks and Image Theory Perspective. *Journal of the Association for Information Systems*. forthcoming.
4. Haiyun (Melody) Zou, Yulin Fang, Heshan Sun, Satisfaction to Stay, Regret to Switch: Understanding Post-Adoption Regret in Choosing Competing Technologies When Herding, *Information Systems Research*. forthcoming.
5. Haiyun (Melody) Zou, Israr Qureshi, Yulin Fang, Heshan Sun, Kai H. Lim (2023), Elaine Ramsey, and Patrick McCole, Investigating the Nonlinear and Conditional Effects of Trust – The New Role of Institutional Contexts in Online Repurchase, *Information Systems Journal*, (33:3), pp.486-523.
6. Kasra Khademorezaian, Georgia Kosmopoulou, Shane Connelly, Mark Fichtel, Yash Gujar, Heshan Sun (2023), Technology use, work adaptation, and economic vulnerability during COVID-19, *Southern Economic Journal*, (90:1), pp. 31-43.
7. Jiang, Dan; Jiang, Lianlian (Dorothy); Jackie, Jackie Jr.; Grover, Varun; and Sun, Heshan (2022). "Everything Old Can Be New Again: Reinvigorating Theory Borrowing for the Digital Age," *MIS Quarterly*, (46: 4) pp.1833-1850.
8. London, J. Li, S., and Sun, H. (2022), Seems Legit: An Investigation of the Assessing and Sharing of Unverifiable Messages on Online Social Networks, *Information Systems Research*. 33(3), pp.978-1001.

9. Xi Yang, Quanwu Zhao, Heshan Sun (2022), Seekers Complaint Behavior in Crowdsourcing: An Uncertainty Perspective, Seekers Complaint Behavior in Crowdsourcing: An Uncertainty Perspective, *Journal of Retailing and Consumer Services*, accepted for publication.
10. Maier, C., Laumer, S., Thatcher, J. B., Sun, H., Weinert, C., and Weitzel, T. (2021), Social Networking Site Use Resumption: A Model of Return Migration, *Journal of the Association for Information Systems*, 22(4), Article 5.
11. Burleson, J., Grover, V., Thatcher, J., and Sun, H., A representation theory perspective on the repurposing of personal technologies for work-related tasks, *Journal of the Association for Information Systems*, forthcoming.
12. Shen, Y., Sun, H., Heng, C.S., and Chan, H.C. (2020), An integrated perspective of unconscious thought and circadian preference for making complex decisions. *Decision Support Systems (DSS)*. Vol. 137.
13. Sun, H., Wright R., and Thatcher, J. (2019), Revisiting the impact of system use on task performance from an adaptation and complementarity Perspective. *Journal of the Association for Information Systems (JAIS)*. 20(4), pp. 398-433.
14. Thatcher, J., Wright, R., Sun, H., Zagenczyk, T, and Klein, R., (2018) Mindfulness in information technology use: Conceptual and operational definitions. *MIS Quarterly (MISQ)*, 42 (3), pp. 831-847.
15. Sun, H., Fang, Y., and Zou, H. (2016), Choosing a fit technology: Understanding mindfulness in technology adoption and continuance, *Journal of the Association for Information Systems (JAIS)*. 17(6). pp. 377-412.
16. Fang, Y., Qureshi, I., Sun, H, Ramsey, E., McCole, P., and Lim, K. H. (2014), The paradox of trust and online repurchase intention: The moderating effect of ecommerce institutional mechanism, *MIS Quarterly (MISQ)*, 38(2), pp. 407-427.
17. Sun, H., Fang, Y., and Hsieh, JJ. (2014), Consuming information systems: An economic model of user satisfaction, *Decision Support Systems (DSS)*, 57(1), pp. 188–199.
18. Sun, H. (2013), A longitudinal study of herd behavior in the adoption and continued use of technology, *MIS Quarterly (MISQ)*, 37(4), pp. 1013-1041.
19. Sun, H. (2012), Understanding user revisions when using information system features: Adaptive system use and triggers, *MIS Quarterly (MISQ)*, 36 (2) pp. 453-478.
20. Sun, H. (2010). Sellers' trust and continued use of online marketplaces. *Journal of the Association for Information Systems (JAIS)*, 11(4), pp. 182-211.
21. Sun, H. (2010). Developing an interdisciplinary area of economics and human-computer interaction, *AIS Transactions on Human-Computer Interaction (THCI)*. 2(4), pp. 151-166.
22. Sun, H. (2010). Transfer attributes of e-commerce systems into business benefits: A relationship quality perspective. *Journal of Electronic Commerce Research (JECR)*, 11(5), pp.92-109.
23. Zhang, P. and Sun, H. (2009). The complexity of different types of attitudes in initial and continued ICT use. *Journal of the American Society for Information Science and Technology (JASIST)*, 60(10), pp. 2048-2063.
24. Sun, H., and Zhang, P. (2008). An exploration of affective factors and their roles in user technology acceptance: Mediation and causality. *Journal of the American Society for Information Science and Technology (JASIST)*, 59 (8). pp. 1252-1263.
25. Zhang, P., Aikman, S., and Sun, H. (2008). Two types of attitudes in ICT acceptance and use. *International Journal of Human-Computer Interaction (IJHCI)*, 24 (7), pp. 628 - 648.

26. Dong L., Sun, H., and Fang, Y. (2007). Impacts of project champions and direct managers on perceived ease of use and perceived usefulness in a mandatory usage context, *Communications of the AIS (CAIS)*, 19 (31), pp. 655-664.
27. Sun, H., and Zhang, P. (2007). Applying Markus and Robey's causal structure to examine user technology acceptance research: A new perspective, *Journal of Information Technology Theory and Application (JITTA)*, 8 (2), pp.21-40.
28. Sun, H., and Zhang P. (2006). Causal relationships between perceived enjoyment and perceived ease of use: An alternative approach. *Journal of Association for Information Systems (JAIS)*, 7 (9), pp. 618-645.
29. Sun, H., and Zhang, P. (2006). The role of moderating factors in user technology acceptance, *International Journal of Human-Computer Studies (IJHCS)*, 64 (2), pp.53-78.

Conference Papers

1. Xinhui Zhan, Heshan Sun, and Shaila Miranda (2023), How Does AI Fail Us? Evidence From Reported Real-World AI Incidents, Proceedings of the 2023 International Conference on Information Systems. Hyderabad, India. December 10-13, 2023. (**2nd Runner-up for the Kauffman Foundation Best Paper Award**)
2. Weiyu Wang, Heshan Sun, Shaila Miranda (2023), "A Study of Social Chatbots Affordances Mitigating Loneliness", Proceedings of the 22nd Annual Pre-ICIS Workshop on HCI Research in MIS (Pre-ICIS SIGHCI 2023). Hyderabad, India. December 10, 2023.
3. Shuang (Sophie) Zhai and Heshan Sun (2023), On the Influence of Online Conversations: A Human Dignity Perspective, Proceedings of 2023 Pacific Asia Conference on Information Systems, Nanchang China. July 8-12, 2023.
4. Zhan, Xinhui and Sun, Heshan (2023), "The Invisible Hand: Uncovering the Impact of AI Incidents on Human Dignity" (2023). Proceedings of the 2023 Americas Conference on Information Systems. https://aisel.aisnet.org/amcis2023/sig_odis/sig_odis/5
5. Heshan Sun (2021), Using Google Related Queries for Theorizing User Interests. Proceedings of International Conference on Information Systems. Austin TX, December 12-15.
6. Michael Matthews and Heshan Sun (2021), Mindful Adaptation of Technology (MAT) in Extreme Research Contexts: A Theoretical Proposal. Proceedings of the 54th Annual Conference of the Hawaii International Conference on System Sciences. Maui, Hawaii. January 5-8.
7. Seth Li and Heshan Sun (2019), Herd Booster: Examining the Impacts of Recommendation and Product Type on Herd Behaviors, Proceedings of the 2020 Pre-ICIS DIGIT Workshop. Munich, Germany, December 15.
8. Haiyun Zou, Yulin Fang, Heshan Sun, Kai Lim (2018), From Usage to Contribution: A Synthesized Typology of Technology Extra-Role Behavior, Proceedings of International Conference on Information Systems. San Francisco, December 13-16.
9. Shih-Lun Tseng, Heshan Sun, Radhika Santhanam (2018), Adaptation Behaviors of Gamified Information Systems. Proceedings of International Conference on Information Systems. San Francisco, December 13-16.
10. Daniel Pienta, Jason Thathcer, Heshan Sun and Joey George (2018). Information Systems Betrayal: When Cybersecurity Systems Shift from Agents of Protection to Agents of Harm. Proceedings of the 2018 Asian-Pacific Conference on Information Systems. Yokohama, Japan, June 26-30.
11. Tseng, S., and Sun, H. (2017), Playful Design Elements and Stages of Player Experience in Gamification, *Proceedings of the 2017 International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 10-13.

12. Zou, H., Fang, Y., Sun, H., and Lim, K. (2017), Engaging in Technology Extra-Role Behavior in a Human-IT Relationship: A Psychological Ownership Perspective, *Proceedings of the 2016 International Conference on Information Systems (ICIS)*, Human behavior and IS Track, Seoul, South Korea, December 10-13.
13. Pienta, D., Sun, H., Thatcher, J. (2016), Habitual and Misplaced Trust: The Role of the Dark Side of Trust Between Individual Users and Cybersecurity Systems. *Proceedings of the 2016 International Conference on Information Systems (ICIS)*, Dublin, Ireland, December 11-14.
14. Grover, V., Jiang, D., London, J., and Sun, H. (2016), Taking Ownership of Borrowed Theories: The Case of Transaction Cost Theory. *Proceedings of the 2016 International Conference on Information Systems (ICIS)*, Dublin, Ireland, December 11-14.
15. Zou, H., Fang, Y., Sun, H. and Lim, K.H. (2016), How Users Engage in Technology Extra-Role Behavior in a Relationship with an IT — A Psychological Ownership Perspective. *Proceedings of the 2016 Pre-ICIS DIGIT Workshop*. Dublin Ireland. December 11, 2016. **(Nominated for the Best Paper Award)**.
16. Zou, H., Fang, Y., Sun, H. and Lim, K.H. (2016), What Can I Do For You? — A Synthesized Comprehensive Typology of Users' Technology Extra-Role Behavior (TERB). *2016 Pre-ICIS JAIS Theory Development Workshop*. Dublin Ireland. December 11, 2016.
17. Haiyun (Melody) Zou, Israr Qureshi, Yulin Fang, Heshan Sun, Kai H. Lim, Elaine Ramsey, and Patrick McCole (2016), Investigating the Nonlinear and Conditional Effects of Trust in Mobile Commerce Institutional Context: A Latent Moderated Structural Equations (LMS) Approach. Investigating the Nonlinear and Conditional Effects of Trust on Effective Customer Retention --The Role of Institutional Contexts. *Proceedings of the 2016 Australasian Conference on Information Systems*.
18. Li, S. and Sun, H. (2015), The Role of System Type in Herd Behavior in User Adoption and Continuance of Technology. *Proceedings of the 2015 International Conference on Information Systems (ICIS)*. Fort Worth, TX, USA. December 13-16.
19. Zou, H., Sun, H., and Fang, Y. (2015), Understanding Post-Adoption Regret from the Perspectives of Herding and Mindfulness. *Proceedings of the 2015 International Conference on Information Systems (ICIS)*. Fort Worth, TX, USA. December 13-16.
20. Jiang, L. and Sun, H. (2015), Exploring human image appeal similarity in website design. *Proceedings of the 2015 International Conference on Information Systems (ICIS)*. Fort Worth, TX, USA. December 13-16.
21. London, J. and Sun, H. (2015), Information Leakage as Diagnostic Communication. *Proceedings of the 2015 Pre-ICIS Business Processes and Services (BPS)*, Fort Worth, TX, USA. December 12.
22. Jiang, D. and Sun, H. (2015), Does identification with virtual model making shopping experience more enjoyable? The Case of Virtual Mirror. *Proceedings of the Americas Conference on Information Systems*. Puerto Rico, August 13-15, 2015.
23. Jiang, L. and Sun, H., (2015), Dark side personality and innovation with IT. *Proceedings of the European Conference on Information Systems*. Münster, Germany. May 26-29, 2015.
24. Sun, H., Luo, F., London, J., and Jiao, X. (2014) Fashionable technology, fashion waves, and post-adoption regret and satisfaction. *Proceedings of the International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014.
25. Jiang, L.L. and Sun, H. (2014) Understanding perceived price fairness in online shopping, *Proceedings of the International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014.

26. Burleson, J., Grover, V., Thatcher, J., and Sun, H. (2014), The same, yet different: Using hedonic systems in utilitarian settings. *Proceedings of the International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014.
27. Matthews, K.D., Thatcher, J., Sun, H., and Philip L. Roth Working Toward a Post-Adoptive Model (PAM): A Meta-Analysis of Post-Adoptive System Use. *Proceedings of The Pre-ICIS DIGIT Workshop*, December 14, 2014.
28. Wei, K., Zha, Y., and Sun, H. (2014), A comparative study of buyers' and sellers' acceptance of consumer-to-consumer e-marketplaces, *Proceedings of the 18th Pacific Asia Conference on Information Systems*, June 24-28, 2014, Chengdu, China.
29. Shen, Y., Sun, H., and Chan, H.C. (2013), Understanding consumer decision making for complex choices: The effects of individual and contextual factors. *Proceedings of International Conference on Information Systems*. December 15-18, 2013, Milan, Italy.
30. Sun, H., and Peter, Mary A. (2013), An empirical study of the impact of stereo 3D on user learning in the Web environment, *Proceedings of the Twelfth Annual Workshop on HCI Research in MIS*, December 15, 2013, Milan, Italy.
31. Wei, K., Sun, H., and Li, H. (2013), On the Driving Forces of Diffusion of Podcasting in Organizational Settings: A Case Study and Propositions. *Proceedings of the 2013 Pacific-Asian Conference on Information Systems*.
32. Sun, H. and Wei, K. (2012), Sellers' negative experience and coping strategies. *Proceedings of the 11th Pre-ICIS Workshop on E-Business (WEB 2012)*. December 15, 2012, Orlando, FL.
33. Sun, H. (2011), Making sound adoption decision: A longitudinal study of mindfulness in technology adoption and continued use. *Proceedings of the International Conference on Information Systems (ICIS)*. December 4-7, Shanghai, China.
34. Sun, H., and Fang, Y. (2010), Toward a model of mindful acceptance of technology, *Proceedings of the International Conference on Information Systems (ICIS)*. December 12 – 15, Saint Louis, Missouri, USA.
35. Sun, H. (2009), Understanding herd behavior in technology adoption and continued use: A longitudinal perspective, *Proceedings of Pre-ICIS DIGIT Workshop* (hosted by the AIS Special Interest Group on Adoption and Diffusion of Information Technology), December 15, Phoenix, Arizona, USA. (one of the two papers invited for full presentation)
36. Sun, H., and Fricke, M. (2009), Reexamining the Impact of System Use on Job Performance from the Perspective of Adaptive System Use, *Proceedings of Americas Conference on Information Systems (AMCIS)*, August 6-9, San Francisco, California, USA.
37. Sun, H., and Zhang, P. (2008). Adaptive system use: An investigation at the system feature level. *Proceedings of the International Conference on Information Systems (ICIS)*, Paris, France, December 14-17.
38. Sun, H., and Zhang, P. (2008). Online seller's trust and use of online auction marketplaces. *Proceedings of the Pacific Asia Conference on Information Systems (PACIS)*, Suzhou, China, July 3-7. **(Nominated for the Best Paper Award)**.
39. Sun, H., Zhang, P., and Xiao, X. (2007). A research model of relationship quality in e-commerce: Connecting IS factors with marketing profitability. *Proceedings of the 13th Americas Conference on Information Systems (AMCIS)*, Keystone, CO.
40. Sun, H., and Zhang, P. (2006). Adaptive IT use: Conceptualization and measurement, *Proceedings of the 5th Annual Workshop on Human-Computer Interaction Research in Management Information Systems*. Sponsored by the AIS SIGHCI. December 10-13. Milwaukee, Wisconsin.

41. Zhang, P., Sun, H., and Li, N. (2006). Affective reactions to ICT: A theory based analysis of affective constructs, *Proceedings of the Post-ICIS Journal of the Association for Information Systems (JAIS) Theory Development Workshop*, Milwaukee, Wisconsin.
42. Zhang, P., Li, N., and Sun, H. (2006). Affective quality and cognitive absorption: Extending technology acceptance research, *Proceedings of the 39th Hawaii International Conference on System Sciences (HICSS)*.
43. Sun, H., and Zhang, P. (2005). An empirical study on causal relationships between perceived enjoyment and perceived ease of use: Alternative approaches. *Proceedings of the 4th Annual Workshop on Human-Computer Interaction Research in Management Information Systems*. Sponsored by AIS SIGHCI, Las Vegas, NV.
44. Sun, H., and Zhang, P. (2005). A research agenda toward a better conceptualization of IT use behavior. *Proceedings of the 11th Americas Conference on Information Systems (AMCIS)*. Omaha, Nebraska, USA. August 11-14.
45. Sun, H. (2005). Does IT use matter? Toward a deeper understanding of the impacts of IT use behavior on individual work performance, *Proceedings of the 11th Americas Conference on Information Systems (AMCIS)*. Omaha Nebraska, USA. Doctoral consortium. August 11-14.
46. Sun, H., and Zhang, P. (2004). An empirical study on the roles of affective variables in user adoption of search engines, *Proceedings of the 3rd Annual Workshop on Human-Computer Interaction Research in Management Information Systems*, Washington, DC. (**Best Paper Award**).
47. Sun, H., Tan, Z. (2004). A review of data mining applications in the telecommunications industry. *Proceedings of Chinese Academy of Sciences Symposium on Data Mining and Knowledge Management'04 (CASDMKM-04)*. Beijing, China.
48. Sun, H., and Zhang, P. (2004). A methodological analysis of user technology acceptance. *Proceedings of the 37th Hawaii International Conference of System Science (HICSS)*, Big Island, Hawaii.
49. Sun, H. (2003). An integrative analysis of TAM: Toward a deeper understanding of technology acceptance model. *Proceedings of the 9th America Conference on Information Systems (AMCIS)*, Tampa, Florida.

Scholarly Books and Monographs

Sun, H. (2008). *Adaptive IT Use: Basics, Concepts, Methods*. ISBN: 978-3-639-06909-9, VDM Publisher, Germany.

Book Chapters

- Zhang, P., Galletta, D., Li, N., and Sun, H. (2009). Human-computer interaction. In Wayne Huang (ed.), *Management Information Systems*. Tsinghua University Press. Beijing China.
- Sun, H., and Zhang, P. (2006). The role of affect in information systems research, in *HCI in MIS (I): Foundations*, in Zhang, P. and Galletta, D (eds), Series of *Advances in Management Information Systems*, Zwass, V. (editor-in-chief), Armonk, NY: M.E. Sharpe, pp. 295-329.
- Sun, H., and Xiao, X. (2005). The usage of virtual communities and technologies, in Subhasish Dasgupta (ed.), *Encyclopedia of Virtual Communities and Technologies*, pp.468-473.

Teaching

Teaching Awards:

- Houston and Mary Jo Johnson Master Teacher Award, Price College of Business, University of Oklahoma, 2020
- MBA Professor of the Year Award, College of Business, Clemson University, 2016-2017.
- Graduate Teaching Excellence Award, College of Business, Clemson University, 2016-2017.

Courses Taught at University of Oklahoma.

- MIT 5602: Management Information Systems (for both Master's and MBA students)
- MIT 5732: Managing Business Intelligence
- MIT 5742: Data Science & Analytics
- PhD Seminar: IS Theories

Summary of Teaching Evaluations:

Course (Section)	Course Title	Term Year	Class size	No. of Student Response	Instructor Rating*
MIT 5742	Data Science & Analytics	F 2019	47	19	4.89
MIT 5602	Management Information Systems	F 2019	47	43	4.74
MIT 5602	Management Information Systems	S 2019	29	16	4.44
MIT 5742	Data Science & Analytics	S 2019	16	11	3.73
MIT 5732	Managing Business Intelligence	F 2018	17	13	4.92
MIT 5602	Management Information Systems	F 2018	27	15	4.50

*This is the score for "10. How do you rate this instructor overall." Scale = 5.0 (the highest).

Courses Taught at Clemson University:

- Undergraduate Level

- MGT 3180: Management Information Systems (Fall 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016)
- MGT 4500: Advanced Business Analytics (new course preparation; Spring 2015, Spring 2017)
- MGT 4540: System Implementation (Java programming, Fall 2015; Python programming, Fall 2017)

- Graduate Level:

- MBA 8180: Business Analytics for Decision-Making (new course preparation, Fall 2016).
- MBA 8610: Management Information Systems (Spring 2015)
- MBA 8990: Analytics and Application (Spring 2017)

- Doctoral Level:

- MGT 8901: Independent Study (Summer 2014)
- MGT 8980: Special Topics (Fall 2014)
- MGT 9040: MIS Research Seminar (Ph.D. seminar, Spring 2014, Spring 2016)
- MGT 9910: Doctoral Dissertation Research (Spring 2014)

Summary of Teaching Evaluations:

Course (Section)	Course Title	Term Year	Class size	Student Response Rate	Effectiveness Rating*
MBA 8990 (020)	Analytics & Application (MBA)	S 2018	25	92%	4.68
MGT 4500 (001)	Advanced Business Analytics	S 2018	6	67%	5.00

MGT 4540 (001)	System Implementation	F 2017	14	79%	4.82
MGT 4500 (001)	Advanced Business Analytics	F 2017	4	100%	4.75
MBA 8990 (020)	Analytics & Application (MBA)	S 2017	26	88%	4.65
MGT 3180 (003)	Management of Information Systems	S 2017	36	69%	4.48
MGT 4500 (001)	Advanced Business Analytics	S 2017	8	100%	4.25
MBA 8180 (020)	Introduction to Business Analytics (MBA)	F 2016	27	96%	4.60
MGT 3180 (005)	Management of Information Systems	F 2016	19	68%	4.69
MGT 4500 (001)	Advanced Business Analytics	S 2016	3	100%	5.00
MGT 9040 (001)	PhD Seminar (IS Theories)	S 2016	4	100%	4.75
MGT 3180 (001)	Management of Information Systems	F 2015	42	71%	4.40
MGT 4540 (001)	System Implementation	F 2015	8	38%	4.67
MBA 8610 (002)	Introduction to MIS (MBA)	S 2015	44	77%	4.41
MGT 4030 (003)	Advanced Business Analytics	S 2015	15	67%	4.40
MGT 3180 (001)	Management of Information Systems	F 2014	45	89%	4.05
MGT 3180 (002)	Management of Information Systems	F 2014	39	79%	4.27
MGT 3180 (001)	Management of Information Systems	S 2014	40	35%	3.93
MGT 9040 (001)	PhD Seminar (IS Theories)	S 2014	6	67%	4.75
MGT 3180 (003)	Management of Information Systems	F 2013	44	14%	4.33
MGT 3180 (004)	Management of Information Systems	F 2013	35	28%	4.11

* This is the score for “G10. Overall, the instructor is an effective teacher.” Scale = 5.0 (the highest).

Seminar/Workshop Teaching:

Institute	Course Title	Level	Term Year	Class size	Student Response Rate	Teaching Evaluation
German Graduate School of Business and Law	Big Data Analytics	Graduate	Summer 2016	10	80%	1.3 (1=highest; 5=lowest)

Courses Taught at the University of Arizona:

- Introduction to Information Technology
- Research Methods
- User Interface and Website Design
- Ph.D. Seminar on Advanced Research Methodology

Service/Outreach

Mentoring

- Mentor, 2024 *MIS Quarterly* Author Development Workshop
- Mentor, 2023 PACIS Junior Faculty Consortium (July 9, 2023) NanChang, China.
- Mentor, *MIS Quarterly* Scholarly Development Academy (2022)
- Mentor, AMCIS Junior Faculty Consortium (2021)
- Mentor, AMCIS Doctoral Consortium (2020)

National/international outreach

- Senior Editor. *MIS Quarterly*. January 2024-present.
- Senior Editor. *Journal of the Association for Information Systems*. July 2022-present.
- Senior Editor. *AIS Transactions on Human-Computer Interaction*. 2020-present.

- Senior Editor. *IT & People*. 2015-2016. (Associate Editor (2014-2014))
- Associate Editor. *MIS Quarterly*. January 2014-December 2017.
- Associate Editor. *AIS Transactions on Human-Computer Interaction*. 2008-present.
- Editorial Review Board Member, *Information Systems Research*, January 2023-present
- Editorial Review Board Member, *Journal of Database Management*, 2012-present.
- Editorial Review Board Member. *IEEE Transactions on Engineering Management*, 2012- June 30, 2015.
- Association for Information Systems, Special Interest Group in Adoption and Diffusion of Information Technology
 - Chair (2015-2016)
 - Chair Elect (2014-2015)
 - VP in Conferences (2013-2014).
- Track Chair
 - Track Co-chair. International Conference on Information Systems 2024, Human Technology Interaction Track. Bangkok, Thailand. December 15-18.
 - Track Co-chair. International Conference on Information Systems 2023. Societal Impact of IS Track. Hyderabad, India. December 10-13, 2023.
 - Track Co-chair. International Conference on Information Systems 2020. Implementation, Adoption and Use of Digital Technologies Track. Hyderabad, India. December 13-16, 2020.
 - Track Co-chair. International Conference on Information Systems 2016. IT Implementation, Adoption and Use Track. Dublin, Ireland. December 11-14, 2016.
 - Track Co-chair: Americas Conference on Information Systems 2015, Adoption and Diffusion of Information Technology Track, Puerto Rico. August 13-15, 2015.
 - Track Co-chair: Pacific-Asian Conference on Information Systems 2015, IS Implementation, Adoption and Diffusion Track, Singapore. July 6-9, 2015.
 - Track Co-chair: Americas Conference on Information Systems 2014, Information Systems Security and Privacy Track, Chengdu, China. June 24-28, 2015.
 - Track Co-chair: Pacific-Asian Conference on Information Systems 2014, Adoption and Diffusion of IT Track, Savannah, GA. August 7-10.
 - Track Co-Chair: Pacific-Asian Conference on Information Systems 2013, Enterprise Systems and Business Process Management Track, Jeju Island, South Korea, June 18-22
 - Workshop Chair: Pre-ICIS DIGIT Workshop, Milan, Italy, 2013.
 - Program Chair: Pre-ICIS DIGIT Workshop, Orlando, Florida, 2012.
- Mentorship and Panelist:
 - Mentor. AMCIS 2021, Junior Faculty Consortium.
 - Panelist. AMCIS 2020, Doctoral Consortium, Panel on Job Search
- Conference Associate Editor:
 - International Conference on Information Systems 2022. Human Computer/Robot Interaction Track. Copenhagen, Denmark. Dec. 11-14, 2022.
 - International Conference on Information Systems 2021. Implementation, Digital and Mobile Commerce track. Austin Texas. December 12-15, 2021.
 - European Conference on Information Systems. System Adoption Track. Marrakech, Morocco, June 15 – 17, 2020.

- European Conference on Information Systems. System Adoption Track. Stockholm and Uppsala, Sweden, June 8-14, 2019.
- International Conference on Information Systems, Human-Computer/Robot Interaction, San Francisco, CA., December 13-16, 2018.
- International Conference on Information Systems, Social Media and Digital Collaborations, Seoul, South Korea, December 10-13, 2017.
- International Conference on Information Systems, Social Media and Digital Collaborations, Fort Worth, TX, United States, December 13-16, 2015.
- International Conference on Information Systems, IS Curriculum and Education track, Auckland, New Zealand, December 14-17, 2014.
- International Conference on Information Systems, Human Behavior and IS Track, Milan, Italy, December 15-18, 2013.
- International Conference on Information Systems, Human-Computer Interaction Track, Milan, Italy, December 15-18, 2013.
- International Conference on Information Systems, Human-Computer Interaction Track, Orlando, Florida, December 19-22, 2012
- International Conference on Information Systems, Human Behavior in IT Adoption and Use Track, Orlando, Florida, December 19-22, 2012
- Pacific-Asian Conference on Information Systems, IS Adoption and Diffusion Track. Ho Chi Minh City, Vietnam. June 11-15, 2012
- International Conference on Information Systems, E-Commerce Track, Shanghai, China. December 4-7, 2011
- Committee Member:
 - ICIS 2021, Awards Committee.
 - Pre-AMCIS Human-Computer Interaction in Health and Wellness (Research Workshop), August 7, 2014. Savannah, GA.
 - Annual Workshop on Human-Computer Interaction Research in Management Information Systems, 2006-present.
 - Best Paper Award Selection Committee. Annual Workshop on Human-Computer Interaction Research in Management Information Systems, 2007, 2009.
- Executive Director. The Wirelessgrid Research Consortium. September 2006-July 2007. (Acting Executive Director before March, 2007).
- Referee:

(Academic Journals) *MIS Quarterly* (>20 manuscripts), *Information Systems Research* (>5 manuscripts), *Journal of Management Information Systems* (2 manuscripts), *Journal of the Association for Information Systems* (approximately 10 manuscripts), *AIS Transactions on Human-Computer Interaction* (>10 manuscripts), *Journal of the American Society for Information Science and Technology* (2 manuscripts), *Canadian Journal of Administrative Sciences*, *DATABASE Advances in Information Systems*, *Decision Sciences*, *Omega-The International Journal of Management Science*, *IEEE Transactions on Engineering Management*, *ACM Computing Surveys*, *Information Systems Journal*, *International Journal of Human-Computer Studies*, *International Journal of Electronic Commerce*, *Interacting with Computers*, *Journal of Database Management*, *Journal of Electronic Commerce Review*.

(Conferences) ICIS (2004-2015), HICSS (2007), AMCIS (2003-2007, 2009), ECIS (2006), PACIS (2006), DIGIT Workshop (2006, 2007, 2009-2015) Annual MIS/HCI Workshop (2003-2011).

(Grant agencies) Hong Kong Research Grants Council (2008, 2014, 2015). National Science Foundation (2015, Panelist).

Departmental/College/University committees

At University of Oklahoma:

Division:

- PhD Program Coordinator (2020-present)
- Graduate Liaison, Master's Programs of the MIS Division (College) (2019-2020)
- Faculty Search Committee
 - Chair (2019, 2021, 2023-2024)
 - Committee member (2019-present)
- Graduate Committee (2018-present) (Division)
- Committee A member (2020-present)

College:

- PhD Committee (2020-present)
- Annual Evaluation Policy Committee Chair, 2023
- Masters Programs Committee (2019-2020)
- Price College of Business Assessment Committee (2020)

University:

- Committee Member: Research Strategic Framework Committee (January 2020-)
- Committee Member: Mergler and Bullard Dissertation Completion Fellowship Competition (2019)

At Clemson University:

- University Ethics Committee (Undergraduate), 2016-2018.
- College of Business MBA Council, 2017-2018.
- Dean's Advisory Committee, 2018.
- Business Analytics Curriculum Committee. Chair, 2013-2018
- Faculty Search Committee. Chair (2016-2017). Member (2013-2014)
- Ph.D. Committee (2013-2018)
 - Participate in all activities with the PhD program such as doctoral student admission, comprehensive examinations, advising, and dissertation, etc.
 - Organize the PhD Research Talk Series.
- Faculty Advisor, Clemson Student Chapter of the Association of Information Systems (2013-2016)

At University of Arizona:

- Doctoral Studies Committee (2009, 2010, 2011, 2012)
- Peer Review Committee (2009, 2010)
- IT Committee (2009, 2010, 2011/12 (Chair))
- Faculty Hiring Committee (2011)
- Human Subjects Committee (2011, 2012)

Dissertation Committees

At University of Oklahoma:

- Andy Xing (Co-Chair with Dr. Shaila Miranda), MIS Division, Price College of Business, 2023-present
- Xinhui Zhan (Advisor), MIS Division, Price College of Business, 2023-present
- Weiyu Wang (Advisor), MIS Division, Price College of Business, 2024-present
- Bachazile L. Sikhondze, (Committee Member), MIS Division, Price College of Business, 2022-present

At Clemson University:

- Dan Jiang (co-advising with Dr. Varun Grover), Management Department. 2014-present
- Jake London (co-advising with Dr. Varun Grover), Management Department. 2015-present
- Iaroslava Dutchak (co-advising with Dr. Varun Grover till 2018, committee member 2018-2023), Management Department.
- Shih-Lun Tseng (PhD candidate), Management Department. 2017-2020
- Dissertation Committees:
 - Jim Burleson, Management Department.
 - Nikhil Bandonkar, Management Department.

At University of Arizona:

- Dissertation Committees: Shawn Loveland, Jennifer Lyall-Wilson, Katherine Ashley Pittner, Brian Atkinson, John Walsh.

Others:

- Dissertation Examiner. For the dissertation entitled “The Effects of Touch versus Non-touch Interfaces on Online Shopping Experience” by PENG Xixian (Advisor: Dr. Teo Hock Hai). Department of Information Systems and Analytics, School of Computing, National University of Singapore. 2019.
- Member of the Board of Examiners: Served as External Examiner for the dissertation defenses of Fan Zhang (2008), and Zhou Yi (2010), at Department of Management and Marketing, Hong Kong Polytechnic University.

Media

- “OU Team to Study Technology Use to Facilitate Social Distancing and Coping with the Disruption of COVID-19” *OU College of Arts and Sciences*, June 5, 2020. http://www.ou.edu/cas/news/news-items/OU-Team-To-Study-Technology-Use-to-Facilitate-Social-Distancing-and-Coping?fbclid=IwAR1WZMxavgYObIHBeFzYJNc_Pj9dVDi4fWeN7-cmCO9-AR_oS1kLRxqeoc
- “OU College of Arts and Sciences professors awarded grant to study effects of social distancing, technology use”, *Ways 2 Rock*, June 8, 2020. <https://www.ways2rock.com/ou-college-of-arts-and-sciences-professors-awarded-grant-to-study-effects-of-social-distancing-technology-use/>

- “OU professors to study distancing”, *Journal Record*, June 8, 2020. <https://journalrecord.com/2020/06/08/ou-professors-to-study-distancing/>
- “Heshan Sun’s award built inside, outside MBA classroom,” NewsStand, Clemson University. June 8, 2017. (<http://newsstand.clemson.edu/heshan-suns-award-built-inside-outside-mba-classroom/>)
- “Management’s Heshan Sun earns Emerald Publishing research honors,” NewsStand, Clemson University. July 27, 2017. (<http://newsstand.clemson.edu/managements-heshan-sun-earns-emerald-publishing-research-honors/>)
- “Business faculty research aided by Dean’s Excellence Fund,” NewsStand, Clemson University. July 20, 2017. (<http://newsstand.clemson.edu/business-faculty-research-aided-by-deans-excellence-fund/>)
- “Clemson researchers plot path to IT user awareness,” NewsStand, Clemson University. May 18, 2017. (<http://newsstand.clemson.edu/clemson-researchers-plot-path-to-it-user-awareness/>)
- Report by The NewsStand, Clemson University. “Business school’s information systems research ranked 11th in U.S.” (<http://newsstand.clemson.edu/mediarelations/business-schools-information-systems-research-ranked-11th-in-u-s/>)
- Report by The NewsStand, Clemson University. “Clemson information system researchers are ranked globally.” (http://newsstand.clemson.edu/mediarelations/clemson-information-system-researchers-are-ranked-globally/?fb_action_ids=10152369453245129&fb_action_types=og.likes&fb_ref=.U3IjIELoiLQ.like)
- Report by UANews on research on three-dimensional effects receiving the Collaboration and Innovation Grant (<http://uanews.org/node/39942>).
- Interview with the Confluence Center, University of Arizona on research on three-dimensional effects and student learning. (<http://www.confluencecenter.arizona.edu/ci-grant-winner-heshan-sun>)

Scholarly Presentations

Seminar (all invited)

On “Artificial Intelligence”:

1. Invited Talk on May 22, 2024

On “Digital Dignity”:

2. Invited talk at the “Conference on Behavioural Science in the Age of Smart Technology” to be held in HKU-iCube on July 3, 2023, Hong Kong.

On “Information Leakage”:

3. “Information Leaks: A New Source of Diagnostic Information.” Southern University of Science and Technology. ShenZhen, China, December, 2020.

On “Business Analytics”

4. German Graduate School of Management and Law, Heilbronn, Germany, June, 2016.

On “Fashionable Technology, Fashion Wave and Text-Mining Techniques.”

5. Tsinghua University, Beijing, China. July 25, 2019.
6. Georgia State University, Atlanta, Georgia, 2017.
7. University of Utah, Salt Lake City, Utah, November 2016.
8. Fudan University. Shanghai, China. June 23, 2015.
9. MIS Department, University of Georgia, Athens, Georgia, March 27, 2015
10. Chongqing, China. June 19th, 2014.

On “Herd Behavior and User Technology Adoption and Continued Use”

11. Clemson University, Clemson, SC. April 5, 2013.
12. School of Business, The University of Hong Kong, May 23, 2012.
13. Department of Information Systems, Business Statistics, and Operations Management. Hong Kong University of Science and Technology, May 22, 2012.
14. Information Systems Department, School of Computing, National University of Singapore, January 10, 2012.
15. MIS Department, Eller School of Management, University of Arizona, October 28, 2011.
16. Department of Information Systems, City University of Hong Kong, Hong Kong, China. November 30, 2011.
17. SIRLS Brown Bag Series. School of Information Resources and Library Science, University of Arizona. February 2010.

On “Stereo 3D Three-Dimensional Effects and Learning”

18. University of Oklahoma, November, 2017.
19. Colorado State University, Fort Collins, CO. March 1, 2013.
20. City University of New York, New York, NY. March 7, 2013.
21. University of Arkansas, Fayetteville, AR. February 4, 2013.
22. University of New Mexico, Albuquerque, NM. February 1, 2013.
23. University of Western Ontario, London, Ontario, Canada. February 8, 2013.
24. George Washington University, Washington DC. February 25, 2013.
25. Bentley University. Waltham, MA, January 30, 2013.
26. Electronic Commerce Research Center, Summer Research Seminar, National Sun Yat-sen University, Kaohsiung, Taiwan. July 9, 2012.

On “Trust in Online Marketplaces”:

27. Communication Department Colloquium Series. University of Arizona. Tucson, AZ. October 9th, 2009.
28. Information Ethics Roundtable, University of Arizona, Tucson, AZ. April 4, 2009.
29. Research Seminar on misinformation and disinformation (instructor: Don Fallis). Tucson, Arizona. February 14, 2009.
30. Research Seminar. Peking University Institute of Informatization and Human Information Behavior (IIHIB), Chair: Professor Jianlong Chen, Peking University, Beijing, China. May 21, 2008.
31. Research Seminar, Department of Management and Marketing, Hong Kong Polytechnic University, Hong Kong, China. April 11, 2008.

On Information Leakage:

32. Research Talk series. MIS Department, Temple University, November 8, 2019. Philadelphia, PA.
33. Southwest University, Chongqing, China, July 2018.

On Other Topics:

34. Moderating Effects in IS Research. PhD seminar class on Research Methods (instructor: Suzanne Weisband), MIS Department, Eller College of Management, University of Arizona, Tucson, AZ. March 26, 2008.
35. Adaptive System Use, Brown Bag, School of Information Resources and Library Science, University of Arizona. November 5, 2008.
36. Investing in Marginal Utility: An Economic Model of User Satisfaction of Organizational Systems, Arizona Exposium on Frontiers in Information Technology & Applications. February 2008.

Conference presentations (all peer-reviewed)

1. Fashionable technology, fashion waves, and post-adoption regret and satisfaction. International Conference on Information Systems, Auckland, New Zealand, December 14-17, 2014.
2. An empirical study of the impact of stereo 3D on user learning in the Web environment, the Twelfth Annual Workshop on HCI Research in MIS, December 15, 2013
3. Making sound adoption decision: A longitudinal study of mindfulness in technology adoption and continued use. International Conference on Information Systems (ICIS). Shanghai, China. December 7, 2011.
4. Understanding herd behavior in technology adoption and continued use: A longitudinal perspective, Pre-ICIS DIGIT Workshop, Phoenix, AZ. December 2009.
5. Reexamining the Impact of System Use on Job Performance from the Perspective of Adaptive System Use,” Americas Conference on Information Systems (AMCIS), San Francisco, CA. August 2009.
6. Adaptive system use: An investigation at the system feature level,” International Conference on Information Systems (ICIS), Paris, France. December 2008.
7. A research model of relationship quality in e-commerce: Connecting IS factors with marketing profitability, Americas Conference on Information Systems (AMCIS). Keystone, CO. August 2007.
8. An empirical study on causal relationships between perceived enjoyment and perceived ease of use: Alternative approaches, Annual Workshop on Human-Computer Interaction Research in Management Information Systems. Las Vegas, NV. December 10 2005.
9. A research agenda toward a better conceptualization of IT use behavior, Americas Conference on Information Systems (AMCIS), Omaha, Nebraska. August 2005.
10. An empirical study on the roles of affective variables in user adoption of search engines, Annual Workshop on Human-Computer Interaction Research in Management Information Systems, Washington DC. December 2004.
11. A methodological analysis of user technology acceptance, Hawaii International Conference on Systems Science (HICSS). Big Island, Hawaii. January 2004.
12. An integrative analysis of TAM: Toward a deeper understanding of technology acceptance model, Americas Conference on Information Systems (AMCIS), Tampa, Fl. August 2003.

Grants (awarded)

Federal

1. Research grant: “RAPID: Technology use to facilitate social distancing and coping with the disruption of COVID-19, ” (role: co-PI, PI: Shane Connelly), National Science Foundation (award number: 2027332), \$199,859. June 2020 – June 2021.
2. Research grant: “Improving Student Learning of Advanced Digital Technologies in an Online Laboratory: A Research Approach” (10% effort, Role: Researcher, PI: Jana Bradley, Co-PI: Peter Botticelli), Institute of Museum and Library Sciences (IMLS), \$867, 301.00, 2008-2012.

State

1. (South Carolina) “Alleviating the Negative Consequences of Habitual Trust on Collaborative Privacy Control in Online Social Networks,” (60% effort, Role: Principal Investigator, co-PI: Hongxin Hu), One Year Accelerate (OYA) Grants, Clemson University College of Business Trevillian Cabinet. \$20,000, 2017-2018.
2. (South Carolina) Research grant for project titled “Herd behavior and contrarian behavior in social media: a sentiment analysis of Twitter data”, (60% effort, Role: Principal Investigator, co-PI: Feng Luo), University Research Grant Committee, Clemson University, \$9,980.00, 2013-2014.
3. (Arizona) Confluence Innovation and Collaboration Grant on “Effectively Employing Three-Dimensional Effects to Enhance Student Engagement in Online Learning” (70% effort, Role: PI, co-PI: Mary A. Peterson), Confluence Center, University of Arizona, \$24,903.20, 2011-2012.
4. (Arizona) Faculty Research Development Grant on “Mindfulness and Technology Adoption (in Healthcare Sector)” (100%, Role: PI), University of Arizona, \$1,000.00, 2012.
5. (Arizona) SBSRI Faculty Summer Grant Development Award (100% effort, Role: PI), College of Social and Behavioral Sciences, University of Arizona, \$5,000.00, 2009.
6. (Arizona) Junior Faculty Travel Grant (100% effort, Role: PI), International Affairs, University of Arizona, \$850.00, 2008.

Others

1. Hong Kong General Research Fund on “Making Sound Information Technology Adoption Decisions: A Mindfulness Perspective” (40% effort; Role: Co-PI; PI: Yulin Fang), HK\$405,009 (approximately US\$ 52,247.43), 2015-2016 (24 months)
2. Hong Kong General Research Fund on “The Role of E-Commerce Institutional Mechanisms in the Online Repurchase Context” (30% effort; Role: Co-PI; PI: Yulin Fang), HK\$ 296,951.00 (approximately US\$ 38,296.58), 2012-2013.
3. Strategic Research Grant for research on “Conditional and Nonlinear Effect of Trust on Online Repurchase Intention - The Role of Perceived Effectiveness of Institutional Mechanisms” (30% effort; Role: Co-PI; PI: Yulin Fang), City University of Hong Kong, HK\$107,859.00 (about US\$ 13,917.00), 2010-2011.