

H a n - f e n H u

Assistant Professor

Department of Management, Entrepreneurship, and Technology
Lee Business School, University of Nevada, Las Vegas
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ACADEMIC POSITIONS

University of Nevada, Las Vegas Assistant Professor of MIS, Department of Management, Entrepreneurship, and Technology	2012- Present
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EDUCATION

University of Utah Ph.D. in Business Administration, emphasizing in Information Systems	2007- 2012
National Central University (Taiwan) Master of Business Administration, emphasizing in Information Management	1998-2000
National Central University (Taiwan) Bachelor of Business Administration, emphasizing in Information Management	1994-1998

RESEARCH INTERESTS

Electronic commerce and consumer behavior
Organizational technology strategy
IT-enabled decision-making
Online advertising

HONORS AND AWARDS

- 2015 UNLV 1st Proposal Writing Institute Fellow.
- 2014 Faculty Opportunity Award, University of Nevada, Las Vegas, \$10,280.
- ICIS Doctoral Consortium Fellow, Association of Information Systems, Shanghai (China), 2011.
- University of Utah Graduate School Student Travel Grant 2009 and 2010.
- David Eccles School of Business Doctoral Fellowship, 2007-2012.

RESEARCH AND PUBLICATIONS

Refereed Journal Papers

1. Paul Jen-Hwa Hu, Han-fen Hu, and Xiao Fang, "Examining the Roles of Cognitive Load and Performance Outcomes in User Satisfaction with a Website: A Quasi-Field Experiment," conditionally accepted for publication at *MIS Quarterly*, January 2016.
2. Anjala Krishen and Han-fen Hu, "How Imperfect Practice Leads to Imperfection: A Hierarchical Linear Modeling Approach to Frustration during an Iterative Decision," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (27), pp. 90-101, 2014.

3. Paul Jen-Hwa Hu, Said S. Al-Gahtani, and Han-fen Hu, "Arabian Worker's Acceptance of Computer Technology: A Model Comparison Perspective," *Journal of Global Information Management* (22:2), pp. 1-22, 2014.
4. Han-fen Hu, Said S. Al-Gahtani, and Paul Jen-Hwa Hu, "Examining the Moderating Role of Gender in Arabian Workers' Acceptance of Computer Technology," *Communications of the Association for Information Systems* (33), Article 4, 2013.
5. Eric T.G. Wang, Han-fen Hu and Paul Jen-Hwa Hu, "Examining the Role of Information Technology in Cultivating Firms' Dynamic Marketing Capabilities," *Information & Management* (50:6), pp.336-343, 2013.
6. Xiao Fang, Paul Jen-Hwa Hu, Michael Chau, Han-fen Hu, Zhou Yang, and Olivia Liu Sheng, "A Data-Driven Approach to Measure Web Site Navigability," *Journal of Management Information Systems* (29:2), pp. 173-212, 2012.
7. Siddharth Kaza, Paul Jen-Hwa Hu, Han-fen Hu, and Hsinchun Chen, "Designing, Implementing, and Evaluating Information Systems for Law Enforcement – A Long-term Design-Science Research Project," *Communications of the Association for Information Systems* (29), pp. 533-550, 2011.
8. Paul Jen-Hwa Hu, Hsinchun Chen, Han-fen Hu, Cathy Larson, and Cynthia Butierez, "Law enforcement officers' acceptance of advanced e-government technology: A survey study of COPLINK Mobile," *Electronic Commerce Research and Applications* (10:1), pp. 6-16, 2011.
9. Paul Jen-Hwa Hu, Fang-Ming Hsu, Han-fen Hu, and Hsinchun Chen, "Agency Satisfaction with Electronic Record Management Systems: A Large-Scale Survey" *Journal of the American Society for Information Science and Technology* (61:12), pp. 2559-2574, 2010.
10. Paul Jen-Hwa Hu, Han-fen Hu, Eric Liluan Chu, and Fang-Ming Hsu, "E-Government 2.0 in Asia: Trends, Opportunities, and Challenges," *IEEE Intelligent Systems* (24:5), pp. 82-86, 2009.

Book Chapter

11. Fang-Ming Hsu, Paul Jen-Hwa Hu, Hsinchun Chen, and Han-fen Hu, "Examining Agencies' Satisfaction with Electronic Record Management Systems in e-Government: A Large Scale Survey Study," *Lecture Notes on Business Information Processing*, Springer, 2009.

Peer Reviewed Conference Papers

12. Han-fen Hu, William Moore, and Paul Jen-Hwa Hu, "Incorporating User Perceptions and Product Attributes in Software Product Design and Evaluation," the 2012 International Conference on Information Systems (ICIS), Orlando, December 2012.
13. Han-fen Hu and Olivia R. Liu Sheng, "Online Retail Keyword Characteristics and Search Engine Marketing Performance," the 2010 International Conference on Information Systems (ICIS), St. Louis, December 2010.
14. Han-fen Hu, Said S. Al-Gahtani and Paul Jen-Hwa Hu, "Examining Gender Effects in Technology Acceptance by Arabian Workers: A Survey Study," the 14th Pacific Asia Conference in Information Systems (PACIS), Taipei (Taiwan), July 2010.
15. Eric T.G. Wang, Paul Jen-Hwa Hu, and Han-fen Hu, "Examining the Role of Information Technology in Cultivating Firms' Dynamic Marketing Capabilities," the 9th International Conference on Electronic Business (ICEB), Macau, December 2009.

16. Paul Jen-Hwa Hu, Hsinchun Chen, and Han-fen Hu, "Law Enforcement Officers' Acceptance of Advanced E-Government Technology: A Survey Study of COPLNK Mobile," the 11th International Conference on Electronic Commerce (ICEC), Taipei (Taiwan), July 2009.
17. Fang-Ming Hsu, Paul Jen-Hwa Hu, Hsinchun Chen, and Han-fen Hu, "Examining Agencies' Satisfaction with Electronic Record Management Systems in e-Government: A Large Scale Survey Study," the 7th Workshop on E-Business (WEB), Paris (France), December 2008.

Papers Under Review

18. Han-fen Hu, Paul Jen-Hwa Hu, and William L. Moore, "Examining Consumers' Software Product Choices: An Integrated Approach Combining Product Attributes and User Perceptions," to be submitted to *MIS Quarterly* for 3rd round review in April 2016.
19. Chong Oh, Yaman Roumani, Joseph Nwankpa, and Han-fen Hu, "Social Media and Consumer Engagement: The Case of Movie Box Office," under 3rd round review at *Information & Management* (Submitted in January 2016).
20. Han-fen Hu and Anjala Krishen. "Can We Ever Have Too Much of a Good Thing? Modeling eWOM Impact on Information Overload and Decision Factors," under review at *Journal of Business Research* (Submitted in January 2016).
21. Paul Jen-Hwa Hu, Han-fen Hu, Chih-Ping Wei, and Pei-Fang Hsu, "Firms' Green Information Technology Practices: A Hierarchical View of Key Drivers and Their Effects," under review at *Journal of Management Information Systems* (Submitted in December 2015).

Presentation

22. "Online Review and Users' Perception and Behavior: The Mediating Effects of Cognitive Load and Task Complexity," Han-fen Hu and Anjala Krishen. 2014 Direct/Interactive Marketing Research Summit, Marketing EDGE. October 2014.
23. "Examining Green Information Technology Practices by Firms," Seminar at University of Nevada at Las Vegas, Las Vegas, NV, February 2013.
24. "Incorporating User Perceptions and Product Attributes in Software Product Design and Evaluation," the 2012 International Conference on Information Systems (ICIS), Orlando, December 2012.
25. "Online Retail Keyword Characteristics and Search Engine Marketing Performance," the 2010 International Conference on Information Systems (ICIS), St. Louis, December 2010.
26. "Examining Gender Effects in Technology Acceptance by Arabian Workers: A Survey Study," the 14th Pacific Asia Conference in Information Systems (PACIS), Taipei (Taiwan), July 2010.
27. "Monetizing Head and Tail Keywords in Search Marketing," the 6th Symposium on Statistical Challenges in Electronic Commerce Research, Austin, TX, June 2010.
28. "Online Retail Keyword Characteristics and Search Engine Marketing Performance," Marketing Meets Data Mining Conference, Austin, TX, August 2009.
29. "Law Enforcement Officers' Acceptance of Advanced E-Government Technology: A Survey Study of COPLNK Mobile," the 11th International Conference on Electronic Commerce (ICEC), Taipei (Taiwan), July 2009.

30. "Examining Agencies' Satisfaction with Electronic Record Management Systems in e-Government: A Large Scale Survey Study," the 7th Workshop on E-Business (WEB), Paris (France), December 2008.

Selected Working Papers

31. Han-fen Hu and Paul Jen-Hwa Hu. "Placebo Effect in Software Pricing," to be submitted to *MIS Quarterly* in May 2016.
32. Han-fen Hu and Paul Jen-Hwa Hu. "Effects of important contextual factors on firms' green IT practices: The mediating roles of firm's internal readiness and key stakeholders' attitudes," to be submitted to *Information Systems Research* in May 2016.
33. Han-fen Hu, Paul Jen-Hwa Hu, and Chih-Ping Wei. "Success Implementation of Cloud Computing in Organizations."
34. Han-fen Hu and Olivia R. Liu Sheng. "Online Retail Keyword Characteristics and Search Engine Marketing Performance."

TEACHING EXPERIENCE

MIS 740 Software Concepts, Fall 2012-2015, University of Nevada, Las Vegas.

MIS 768 Java Programming, Spring 2013-2016, University of Nevada, Las Vegas.

IS 475 Database Design and Implementation, Fall 2014-2015 and Spring 2015-2016, University of Nevada, Las Vegas.

IS 388 Web Application Development, Fall 2012-2013, University of Nevada, Las Vegas.

IS 380 Object-Oriented Programming, Spring 2013-2014, University of Nevada, Las Vegas.

IS 4420 Database Fundamentals, Summer 2010-2011, University of Utah.

SERVICES

UNLV

Member, MS MIS Graduate Program Committee, 2012-Present.

Member, MS MIS Graduate Program Ad-hoc Curriculum Committee, 2015-Present.

Member, BSBA IM Curriculum Committee, 2015-Present.

Member, UNLV Special Hearing Committee Panel, 2014-2015.

Judge, Rebel Grad Slam: 3 Minute Thesis Competition, November 2014.

Academic Service

Associate Editor, "Information Systems and Positive Organizational Scholarship" Track, European Conference on Information Systems, Istanbul, Turkey, 2016.

Program Committee, Multidisciplinary International Social Networks Conference, New Jersey, USA, 2016.

Program Committee, Multidisciplinary International Social Networks Conference, Matsuyama, Japan, 2015.

Co-chair of Publicity and Program Committee, Multidisciplinary International Social Networks Conference, Kaohsiung, Taiwan, 2014.

Thesis Involvement

Member: Matt Roe, Persuasiveness of Project Video for Crowdsourcing Projects. University of Nevada, Las Vegas.

Member: Shih-Ting Huang, Determinants of Continuance Intention for Music Streaming Service Platforms: The Service-Dominant Logic Perspective. National Kaohsiung University, Taiwan. Defended June 2015.

Member: Hsin-Tian Lu, The Influence of Social Interaction and Norm Factors on We-Intention to Continue Playing MMORPG. National Kaohsiung University, Taiwan. Defended June 2015.

Ad-hoc Reviewer

Journals: MIS Quarterly; Journal of Management Information Systems; Information Systems Research; Journal of the Association for Information Systems; Information & Management; Information Systems Journal; ACM Transactions on Management Information Systems; Pacific Asia Journal of the Association for Information Systems; International Journal of Electronic Commerce; International Journal of Electronic Business; International Journal of Internet Marketing and Advertising; International Journal of Innovation in Management; Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior.

Conferences: International Conference on Information Systems, 2010, 2012-2015; Academy of Marketing Science Annual Conference, 2016; The Workshop on e-Business, 2012; Academy of Management Annual Meeting: OCIS, TIM, Entrepreneurship Divisions, 2010; Pacific Asia Conference in Information Systems, General Track, 2010; Direct/Interactive Marketing Research Summit 2014-2015; Multidisciplinary International Social Networks Conference 2014-2015.

PROFESSIONAL ASSOCIATIONS

Association for Information Systems

PROFESSIONAL EXPERIENCE

Eslite Bookstore	2004-2007
Senior Product Manager and Project Manager	
eLand Technologies Ltd. Co.	2000-2004
Product Manager	

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