



Curriculum Vita 1/2026

Bo Han Ph.D., Professor

Academic Department: Management, Marketing and Management Science

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<https://scholar.google.com/citations?user=RFrhDTMAAAJ&hl=en>

EDUCATION

Doctor of Philosophy
University of North Texas, 2012

TEACHING EXPERIENCE

@ East Texas A&M University

2024 – Present Full Professor with Tenure

2018 – 2024 Associate Professor with Tenure

2013 – 2018 Assistant Professor

@ University of the Incarnate Word

2012 – 2013 Assistant Professor

PUBLICATIONS

Journal Publications

Shih Yung Chou, Katelin Barron, Jiaxi Luo, Bo Han "Keywords and Distinctiveness in Association to Advance Collegiate Schools of Business–Accredited U.S. Business School Mission Statement: A Text-Analytics Study", *Competitiveness Review*, 2025, forthcoming.

Bo Han, and Shih Yung Chou "Social influence, Self-efficacy, and Overconfidence in Cryptocurrency Adoption", *International Journal of Business Information Systems*, 2025, forthcoming.

Shih Yung Chou, Bo Han, and Charles Ramser "Impact of Boredom on Perceived Inequity and Discretionary Behaviors: A Latent Growth Curve Approach", *Evidence-based HRM: a Global Forum for Empirical Scholarship*, 2023, Vol. 11 No. 3, pp. 412-429.

Shih Yung Chou, Tree Chang, and Bo Han "Feeling the Fit and Self-Determination? A PLS-SEM Approach for Self-Initiated Expatriates' Self-Determination, Person-Environment Fit, and Turnover Intention", *European Journal of International Management*, 2023, Vol. 19 No. 3, pp. 467-489.

Jeremy St John, Karen St John, and Bo Han "Entrepreneurial crowdfunding backer motivations: a latent Dirichlet allocation approach", *European Journal of Innovation Management*, 2022, Vol. 25 No. 6, pp. 223-241.

Bo Han, Shih Yung Chou, and Tree Chang "Does the Benevolence Value Matter When Social Media Burnout Strikes?", *International Journal of Business Information Systems*, 2021, DOI: 10.1504/IJBIS.2020.10019465. [Featured Journal Article].

Bo Han "How Do YouTubers Make Money? A Lesson Learned from the Most Subscribed YouTuber Channels", *International Journal of Business Information Systems*, 2020, Vol. 33 No. 1, pp. 132-143.

Shih Yung Chou, Tree Chang, and Bo Han "In the Eyes of the Helper and Recipient: A Helping-Giving and Helping-Receiving Model in Organizations", *Journal of Management Issues*, 2019 Vol. XXXI, No. 4, pp. 355-370.

Bo Han "Views versus Subscriptions: Which One Matters to a YouTuber's Monetization Success?", *International Journal of Web Based Communities*, 2018, Vol. 14 No. 4, pp. 325 - 334. DOI: 10.1504/IJWBC.2018.096243

Bo Han, and Chris Myers "Perceptions of Overuse, Underuse, and Change of Use of a Social Media Site: Definition, Measurement Instrument, and Their Managerial Impacts", *Behaviour & Information Technology* 2018, Vol. 37 No. 3, pp. 247-257. DOI: 10.1080/0144929X.2018.1432687

Bo Han "Social Media Burnout: Definition, Measurement Instrument, and Why We Care", *Journal of Computer Information Systems*, 2018, Vol. 58, No. 2, pp. 122-130. DOI: 10.1080/08874417.2016.1208064

Tree Chang, Shih Yung Chou, and Bo Han "Silent Leaders in the Workplace: Forms of Leadership Silence, Attributions of Leadership Silence, and Accuracy of Attributions", *International Journal of Business Communication*, 2018. DOI: 10.1177/2329488418777041

Bo Han "User's Social Network Site Loyalty", *International Journal of Virtual Communities and Social Networking*, 2017, Vol. 9, No. 3, pp. 1-14. DOI: 10.4018/IJVCSN.2017070101

Shi-Yung Chou, Tree Chang, and Bo Han "A Buddhist Application of Corporate Social Responsibility Initiatives: Qualitative Evidence from a Case Study of a Small Thai Family Business", *Small Enterprise Research*, 2016, Vol. 23, No. 2, pp. 116-134. DOI: 10.1080/13215906.2016.1221359

Kittipong Boonme, Bo Han, and Victor Prybutok "Group Inference: A Silent Voice for the Buyer's Decision Making", *Journal of Decision Systems*, 2016, Vol. 25, No. 1, pp. 1-15.

Bo Han, Yu Wu, and John Windsor "Smart Mobile Device User's Adoption of Free Third-Party Security Apps", *Journal of Computer Information Systems*, 2014, Vol. 54, No. 3, pp. 77-86.

Bo Han "Born Fast, Die Young? A Study of the User's Social Network Site Continuance", *International Journal of Virtual Communities and Social Networking*, 2014, Vol. 6, No. 4, pp. 29-41.

Bo Han, and Shih-Yung Chou "How Business Intelligence Works When Analytics Meet Guanxi?", *International Journal of Business Information Systems*, 2014, Vol. 17, No. 4, pp. 440-452.

Shih-Yung Chou, Bo Han, and Xiaohu Zhang. "Effect of Guanxi on Chinese Subordinates' Work Behaviors: A Conceptual Framework", *Asia-Pacific Journal of Business Administration*, 2014, Vol. 6, No. 1, pp. 18-35.

Shih-Yung Chou, Wenkai Yang, and Bo Han "What Happens When 'Younger' Helpers Meet 'Older' Recipients? A Theoretical Analysis of Interpersonal Helping Behavior in Chinese Organizations", *Journal of Organizational Change Management*, 2014, Vol. 27, No. 4, pp. 677-691. (Emerald "2015 Highly Commended Award" Winning Research)

Shih-Yung Chou, Tree Chang, and Bo Han "Feeling Dissimilar and Helping Others? A Conceptual Analysis", *American Journal of Business*, 2014, Vol. 29, No. 2, pp. 164-177.

Shih-Yung Chou, Tree Chang, and Bo Han "Do I Help Others When Feeling Dissimilar? An Empirical Investigation", *International Journal of Business Insights and Transformation*, 2014, Vol. 7, No. 1, pp. 4-13.

Bo Han, and John Windsor "The Smartphone User's In-Game Purchase Intention", *International Journal of Mobile Communications*, 2013, Vol. 11, No. 6, pp. 617-635.

Bo Han, and Victor Prybutok "iGuess' to 'iGet': An Effective Use of Smart Technology to Transform Undergraduate Statistics Education", *International Journal of Information and Operation Management Education*, 2012, Vol. 5, No. 1, pp. 78-85.

Bo Han "I Play = I Pay?", *International Journal of Virtual Communities and Social Networking*, 2012, Vol. 4, No. 1, pp. 19-31.

Bo Han, and Victor Prybutok "Effects of Human Agent Service Quality in an Instant Messaging Decision Support System on the Customer's Trust Building", *International Journal of Services and Standards*, 2012, Vol. 8, No. 1, pp.74-91.

Bo Han, and John Windsor "User's Willingness to Pay on Social Network Sites", *Journal of Computer Information Systems*, 2011, Vol. 54, No.1, pp.31-40.

Book Chapters

Shih-Yung Chou, and Bo Han "Challenges and Resolutions in a Small-Sized Thai Family Business: The Case of Chug Yont Engineering Co., Ltd", *Sage Business Cases*, 2016

Link:<http://sk.sagepub.com/cases/challenges-small-thai-family-business-chug-yont-engineering>

(Dr. Chou and I donated royalties from this case study to our respective universities, and created “Dr. Shih-Yung Chou and Dr. Bo Han Research Excellence Scholarship” to encourage students to engage in management and business analytics research.)

RESEARCH GRANTS AND AWARDS

Research Grants

2022 Dr. Bo Han “Data Analytics Certificate for East Texas”, Key Personnel of Dr. Zaki Malik’s Team, Sponsor: Texas Higher Education Board

2019 Dr. Bo Han “Bell Pilot Performance Analysis System”, 2019, Co-PI with Dr. Son Bui, Sponsor: Bell Textron, Inc.

2012 Dr. Bo Han, and Dr. Victor Prybutok, “I guess’ to ‘I get’: An Undergraduate Statistics Pedagogical Reform Using Smart Technology”, University of North Texas Research Grant Award, Sponsor: University of North Texas

Awards

2015-2020 Dr. Bo Han, ISACA IT Excellence Scholarship (with Dr. Chris Myers),

2017 Dr. Bo Han, Junior Faculty Research Award

2015-2017 Dr. Bo Han, Faculty Development Funds

2015 Dr. Bo Han, Highly Commended Paper Award (with Dr. Shih Yung Chou, Journal of Organization Change Management & Emerald Group Publishing)

2014 Dr. Bo Han, ISACA IT Excellence Scholarship (with Dr. Jeremy St. John),