



**Curriculum Vita**  
**1/2026**

**Bo Han** Ph.D., Professor

**Academic Department:** Management, Marketing and Management Science

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**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, Jiayi 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),