

Professor SHENG Hong

College	College of Business
Current Position	Professor
Types of Tutor	Master Tutor
Language	Chinese/English
Education	University of Nebraska-Lincoln, M.s., and PH.D.
Research Interests	Social commerce, Human-computer interaction, Impact of AI on consumers
Selected Publications	<ol style="list-style-type: none">1. Liu, Y., Sheng, H., Mundorf, N., Redding, C., Ye, Y. (2017) “Integrating Norm Activation Model and Theory of Planned Behavior to Understand Sustainable Transport Behavior: Evidence from China”, <i>International Journal Of Environmental Research And Public Health</i> , 2017, 14, 1593, SSCI2. Cao, Q., Jones, D. R., and Sheng, H. (2014), “Contained Nomadic Information Environments: Technology, Organization, and Environment Influences On Adoption of Hospital RFID Patient Tracking”, <i>Information & Management</i>, Vol. 51, Issue 2, pp. 225-239, SSCI3. Sheng, H., and Joginapelly, T. (2012), “Effects of Web Atmospheric Cues on Users’ Emotional Responses in E-Commerce”, <i>AIS Transactions on Human-Computer Interaction (THCI)</i>, 4(1), pp.1-24
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