OTENG NTSWENG, PhD

Arizona State University
W.P. Carey School of Business, BAC646
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EDUCATION

Ph.D. in Information Systems & Analytics — Dec 2021
National University of Singapore (NUS)

BSc (Hons) Computer Security, Staffordshire University — June 2012
First Class with Honors

RESEARCH INTERESTS

My research focuses on the optimization of digital behavioral interventions, focusing on human-computer and human-AI interactions, particularly in health and education behaviors. I adopt a mixed-methods approach that integrates psychophysiological measures (such as eye-tracking, electrodermal activity, and electroencephalogram), surveys, field and laboratory experiments, and qualitative methodologies.

PROFESSIONAL APPOINTMENTS

Clinical Assistant Professor — 2024-Present
Arizona State University (ASU), W.P. Carey School of Business

Research Fellow — 2022-2023
NUS, Department of Information Systems & Analytics

PhD Scholar & Teaching Assistant — 2020-2022
NUS, Department of Information Systems & Analytics

PhD Scholar & Research Assistant — 2015-2019
NUS, Department of Information Systems & Analytics

PUBLICATIONS & WORKING PAPERS

Yan Xing; Xixian Peng; **Ntsweng Oteng;** Qiuzhen Wang**.** (2026). Conversational Agents in Healthcare: Impact of Communication Accommodation Strategies on User Satisfaction. *Decision Support Systems*

Ransome Bawack; **Ntsweng, Oteng;** Emilie Bawack . (2026). How Job Design Explains Business Analyst Recruitment Challenges. *Journal of Business Research*

Ntsweng, Oteng., Kodyš, M., Ong, Z. Q., Zhou, F., Marassé-Enouf, A. D., Sadek, I., ... & Mokhtari, M. (2025). Lessons Learned From the Integration of Ambient Assisted Living Technologies in Older Adults' Care: Longitudinal Mixed Methods Study. *JMIR Rehabilitation and Assistive Technologies*

Al Mamun, M.R., **Ntsweng, Oteng**., David, A., Baah-Peprah, P. and Prybutok, V.R., (2025). What Drives User Intention to Continue Using Conversational AI? How Functional and Emotional Values Influence Continuance Intention. *AIS Transactions on Human-Computer Interaction*, *17(1), pp.1-34.*

Ntsweng, Oteng; Wallace Chipidza; Keith Carter. (2024) Infusing Humanistic Values into Business as GenAI Shapes Data Landscape, Technology | Amplify

Ntsweng, Oteng; Tan, Sharon, Teo Hock Hai. Gamefulness as Desire and Enjoyment: Addressing the Ontological Overload in Current Conceptualizations, Target: *Journal of Human Computer Studies* [Manuscript available upon request, ***Under review***]

CONFERENCE ACTIVITY/PARTICIPATION

Ntsweng, Oteng; Alsius David; Rasel Mamun, "Investigating End-User GenAI Misconduct: Predictors of Unauthorized GenAI Use in Academic and Workplace Settings," *Decision Sciences Institute Annual Conference*, November 2025, Orlando, USA

Rasel Mamun; **Ntsweng, Oteng**; Alsius David, "Cybersecurity Policy Violation in Higher Educational Environments: An Empirical Study," *Decision Sciences Institute Annual Conference*, November 2025, Orlando, USA

Thomas Ware III; Xiao Lu; **Ntsweng, Oteng**, "NeuroIS, Cognitive Empathy and AI-Assisted Decision-Making," *Workshop on Information Technologies and Systems (WITS)*, December 2024, Bangkok, Thailand

Ntsweng, Oteng; Charles Maddox; Alsius David; William D Senn; Rasel Mamun, "The Impact of Unregulated AI in the Corporate Workplace: A Qualitative Exploration," *Decision Sciences Institute Annual Conference*, November 2024, Phoenix, USA

Alsius David; **Ntsweng, Oteng**; Rasel Mamun, "The Influence of Knowledge Acquisition with Generative AI on Financial Well-Being and Entrepreneurial Intention," *Decision Sciences Institute Annual Conference*, November 2024, Phoenix, USA

Ntsweng, Oteng; Malatsi, Galani; Kenneth Nwafor; Pitso Tsibolane, "Is GenAI a Friend or Foe to the African Economy," *Conference of the Central African Chapter of the Association for Information Systems*, July 2024, Yaoundé, Cameroon

Work/24 The Human Factor, *MITSLOAN Management Review*, May 2024, Virtual Summit

Shem Amalaya; **Ntsweng Oteng**; Alsius David; Rasel Mamun; Tshiamo Sigwele; Bonani Thela, "Users May be the Weakest Link, but Tell Them Nicely: The Effect of Minor Language Variations in Cybersecurity Communication," *Decision Sciences Institute Annual Conference*, November 2023, Atlanta, USA

Ntsweng, Oteng; Shem Amalaya; Alsius David; Rasel Mamum; Tshiamo Sigwele; Bonani Thela, "Does Context Matter? The Effect of AI Disclosure on Evaluations of Cybersecurity Documentations," *Decision Sciences Institute Annual Conference*, November 2023, Atlanta, USA

Ntsweng, Oteng; Ransome Bawack; Shem Amalaya; Xixian Peng, " Development of the Reflective User: The Additive Effects of Reflective Practices and Gameful Learning on Flow and Cybersecurity Awareness," *IEEE International Symposium on Technology and Society (ISTAS23)*, September 2023, Swansea, United Kingdom

Ntsweng, Oteng; Sharon Tan; Oh, Lih-Bin; Weiquan Lu; Lek Hsiang Hui, "Contextualized Community of Inquiry Framework for Blended Learning Environments," *International Society for the Scholarship of Teaching and Learning (ISSOTL)*, Nov 2022 (Co-authored the grant application and presented the work)

Sharon Tan; **Ntsweng, Oteng**; Oh, Lih-Bin; Weiquan Lu; Lek Hsiang Hui, " A Framework toward Educational Resilience," *International Society for the Scholarship of Teaching and Learning (ISSOTL)*, Oct 2021 (Co-authored the grant application and presented the work)

Zaqoot, Wisam; **Ntsweng, Oteng**; Oh, Lih-Bin; and Ibrahim, Tengku Muhammad Hafidzuddin Tengku, "SnapLearning: A Design Framework for a Micro-Learning System to Enhance Adult Learning," Proceedings of the Twenty-Eighth Annual *the Pacific Asia Conference on Information Systems* (virtual), June 2020

Ntsweng, Oteng; Tan, Sharon, "Play Broadens Thought-Action Repertoires: Effects of Gaming Task Labelling on Meaningful Engagement," Proceedings of the Fortieth Annual *International Conference on Information Systems* (Munich, Germany), December 2019.

Ntsweng, Oteng; Ong Zhi Quan; Taani Iman; Asadullah Ahmad. "The Paradoxical Effects of Impression Management on Subsequent Health Choices," Proceedings of the Thirty-eighth Annual *International Conference on Information Systems* (Seoul, Korea), 2017 **(Nominated for Most Innovative Short Paper)**

Tan Sharon; **Ntsweng Oteng**; Ong Zhi Quan; Fang Zhou; Dong Ying Qui and Kai Luo., 2017. The Impact of Sensing Technologies on Multiple Stakeholders in the Elderly Ecosystem, *Conference on Health IT & Analytics (CHITA)* (Washington, DC), 2017

Tan Sharon; **Ntsweng Oteng**; Ong Zhi Quan; Fang Zhou; Dong Ying Qui and Kai Luo., 2017. Creating and Evaluating the Value of the Use of Internet of Things and Analytics for Home-Dwelling Elderly, *Informs Healthcare* (Netherlands, Rotterdam), 2017

Ntsweng, Oteng; Tan, Sharon. The Effects of Serious Games Genres and Frequency of Exposure on Children's Dietary Preferences, Proceedings of the Thirty-seventh Annual *International Conference on Information Systems* (Dublin, Ireland), 2016

TEACHING EXPERIENCE

ASU, W.P. Carey School of Business

Problem-Solving and Actionable Analytics	Fall 2025 Spring 2025 Fall 2024 Spring 2024
Introduction to Information Systems, Analytics, and AI in Business	Spring 2025 Fall 2024
Business Process Management	Summer 2024
Business Intelligence	Spring 2024

NUS, Department of Information Systems and Analytics

Introduction to Business Analytics	2021/22 (Fall) 2020/21 (Spring) 2020/21 (Fall)
Information Systems Innovations in Organizations & Society	2019/20 (Spring)
Information Systems Consulting (Masters)	2017/18 (Spring)
Information Security Policy and Management (Masters)	2016/17 (Spring)
Software Team Dynamics	2015/16 (Fall & Spring)

NUS, School of Continuing and Lifelong Education (Adult learners)

Introduction to Business Analytics	2022/23 (Spring) 2020/21 (Spring)
Building an Analytics Organization	2022/23 (Fall)
Professional, Ethical, & Social Issues in Computing	2018/19 (Fall)

GRANTS AND FELLOWSHIPS

1. Immersive Experiential Learning Using AI-Powered Roleplay Platforms, W.P. Carey AI Catalyst Grant
   Project budget: USD 12,739
   Project timeline: August 2026- May 2027

Role: Co-Principal Investigator

2. Skill Signals in Online Job Postings, Implications for Curriculum Design, The Bright Initiative, Bright Data
   Project budget: USD1500
   Project timeline: 2025- Present
   Role: Principal Investigator

3. Beyond the Hype: Empirical Realities of Human–AI Augmentation in Practice, W.P Carey School of Business seed fund
   Project budget: USD10 000
   Project timeline: 2025- Present
   Role: Co-Principal Investigator

4. Development of the Mindful AI Framework, Center for AI and Data Analytics (AIDA), W.P Carey School of Business
   Project budget: USD10 000
   Project timeline: 2024- Present
   Role: Co-Principal Investigator

5. Enhancing Student Engagement in Online Learning: A Design Science Approach
   Project budget: S$250 000
   Project timeline: 2022- 2025 (ongoing project)
   Role: Co-Investigator

6. Enhancing Adult Learning Using a Mobile Micro-Learning Platform with Integrated Nudging Interventions: A Design-Based Research Approach
   Project budget: S$300 000
   Project timeline: 2019-2024 (ongoing project)
   Role: Co-Investigator

7. Evaluating E-learning Migration Strategies during Emergencies - A Framework toward Educational Resilience
   Project budget: S$15 000
   Project timeline: 2022-2023 (completed project)
   Role: Co-Investigator

AWARDS AND HONORS

Serving University Needs (SUN) Award	2026
Teaching award: Information Systems Department	2026
Nominee & attendee: Conference on Health IT and Analytics Doctoral Consortium	2020
Singapore International Graduate Award. Ph.D. Full Ride Scholarship	2015
Botswana Government Tertiary Education Sponsorship. BSc Full Ride Scholarship	2007

STUDENT MENTORSHIP

Undergraduate honors thesis, Co-chair 2025-present

PROFESSIONAL CONTRIBUTIONS AND ENGAGEMENTS

Associate Editor

Communications of the Association for Information Systems Journal 2023-Present
European Conference on Information Systems 2024
Asia Pacific Conference on Information Systems 2023

Track Chair

Americas Conference on Information Systems (AMCIS2026) 2025-Present
IEEE International Symposium on Technology and Society (ISTAS23) 2023

Guest Reviewer

Transactions on Management Information Systems 2025-present
IEEE Transactions on Engineering Management 2024-present
Journal of Management Information Systems 2022
Journal of Medical Internet Research 2019-present
International Conference on Information Systems 2017-present
Pacific Asia Conference on Information Systems 2018-present
Americas Conference on Information Systems 2020-present

Department/ University Service

BS-AIB Curriculum Committee 2025-present
Clinical Track Recruiting Committee 2024-Present
CIS 235/236 Dept Course Contacts 2024-2025
WPC300 Dept Course Contacts 2024-2025
Consultation Work Scheme, Teaching Adult Learners 2018-2023
Computing Research Week, Program Committee 2020
Graduate student representative AY2017/18

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT COURSES

Building Transformer-Based Natural Language Processing Applications 2024
NVIDIA

Applied Generative AI for Digital Transformation 2024
MIT Professional Education

Digital Transformation Playbook: 2023
Leverage Technology to Innovate Your Business
Stanford University, Graduate School of Business Executive Education

Program in Human Behavior Research: 2019

Emphasis on eye-tracking and electrodermal activity
Imotions Academy, Singapore

21st Century Data Analyst: 2019
Boosting Careers in Data Analysis & Data Science
Sparkline, Singapore

INDUSTRY WORK AND COLLABORATIONS

Academic Advisor, Human-Computer Interaction & Analytics 2024-Present
Plexilife, Botswana

Technical Support Executive, Fiber & ADSL 2012-2014
Singtel project
Scicom Msc Berhad, Malaysia

PROFESSIONAL MEMBERSHIPS

Association for Information Systems, member since 2015
American Association for the Advancement of Science, member since 2025
Decision Science Institutes, member since 2025
Toastmasters International, member since 2020