

# OTENG NTSWENG, PhD

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## EDUCATION

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Ph.D. in Information Systems & Analytics National University of Singapore (NUS)	Dec 2021
BSc (Hons) Computer Security, Staffordshire University First Class with Honors	June 2012

## RESEARCH INTERESTS

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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

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Clinical Assistant Professor Arizona State University (ASU), W.P. Carey School of Business	2024-Present
Research Fellow NUS, Department of Information Systems & Analytics	2022-2023
PhD Scholar & Teaching Assistant NUS, Department of Information Systems & Analytics	2020-2022
PhD Scholar & Research Assistant NUS, Department of Information Systems & Analytics	2015-2019

## PUBLICATIONS & WORKING PAPERS

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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**

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**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**

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### **ASU, W.P. Carey School of Business**

Problem-Solving and Actionable Analytics	Fall 2025 Spring 2025 Fall 2024 Spring 2024
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Introduction to Information Systems, Analytics, and AI in Business	Spring 2025 Fall 2024
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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)
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Information Systems Innovations in Organizations & Society	2019/20 (Spring)
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Information Systems Consulting (Masters)	2017/18 (Spring)
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Information Security Policy and Management (Masters)	2016/17 (Spring)
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Software Team Dynamics	2015/16 (Fall & Spring)
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### **NUS, School of Continuing and Lifelong Education (Adult learners)**

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

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1. 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

2. 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
3. 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
4. Enhancing Student Engagement in Online Learning: A Design Science Approach  
Project budget: S\$250 000  
Project timeline: 2022- 2025 (ongoing project)  
Role: Co-Investigator
5. 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
6. 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**

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
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## **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
<b>Track Chair</b>	
Americas Conference on Information Systems (AMCIS2026)	2025-Present
IEEE International Symposium on Technology and Society (ISTAS23)	2023
<b>Guest Reviewer</b>	
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
<b>Department/ University Service</b>	
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 NVIDIA	2024
Applied Generative AI for Digital Transformation MIT Professional Education	2024
Digital Transformation Playbook: Leverage Technology to Innovate Your Business Stanford University, Graduate School of Business Executive Education	2023
Program in Human Behavior Research: Emphasis on eye-tracking and electrodermal activity Imotions Academy, Singapore	2019
21st Century Data Analyst: Boosting Careers in Data Analysis & Data Science Sparkline, Singapore	2019

## **INDUSTRY WORK AND COLLABORATIONS**

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

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

## **PROFESSIONAL MEMBERSHIPS**

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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