



## RESEARCH SEMINAR

*NIDA Business School cordially invites you to*  
**Intention to disclose personal information via mobile applications: A privacy calculus perspective**



by

**Charlie Chen**

*Walker College of Business  
Appalachian State University*

**July 23 2016 (Sat)**

**10:00AM – 12:00PM**

*NIDA Business School (8<sup>th</sup> Floor Meeting Room)*

### **Abstract / Synopsis**

This study investigates the issue of consumer intention to disclose personal information via mobile applications (apps). Drawing on the literature of privacy calculus theory, this research examines the factors that influence the trade-off decision of receiving perceived benefits and being penalized with perceived risks through the calculus lens. In particular, two paths of the direct effects on perceived benefits and risks that induce the ultimate intention to disclose personal information via mobile apps are proposed and empirically tested. The analysis shows that self-presentation and personalized services positively influence consumers' perceived benefits, which in turn positively affects the intention to disclose personal information. Perceived severity and perceived control serve as the direct antecedents of perceived risks that negatively affect the intention of consumers to disclose personal information. Compared with the perceived risks, the perceived benefits more strongly influence the intention to disclose personal information. This study extends the literature on privacy concerns to consumer intention to disclose personal information by theoretically developing and empirically testing four hypotheses in a research model. Implications will also be presented.

### **About the Speaker**

Charlie Chen is a Professor in the Department of Computer Information Systems at the Walker College of Business of Appalachian State University. He has published numerous academic articles in journals such as Communications of the Association for Information Systems, IEEE Transactions on Engineering Management, Management Research News, Behaviour and Information Technology, Educational Technology and Society, Computers and Education. He has also authored chapters in several technology books. He previously served as President of the International Chinese Information Systems Association. He is also a Project Management Professional (PMP) certified by the Project Management Institute since the year 2004. He teaches a variety of undergraduate and graduate CIS courses. Charlie received his Ph.D. in Management Information Systems (MIS) from Claremont Graduate University. He received his MBA degree from the American Graduate School of International Management, a MS degree in MIS from Fairleigh Dickinson University, and his Bachelors of Production and Operations Management from Tamsui Oxford College.

### **Registration**

*Kindly make your reservation by July 21 2016 by sending an email to Ms. Intira Jedsadapitak at [ijedsadapitak@gmail.com](mailto:ijedsadapitak@gmail.com) or at 02-727-3937. We look forward to seeing you at this event!*

*NIDA Business School • National Institute of Development Administration 8<sup>th</sup> Floor, Boonchana-Atthakororn Bldg., 118 Moo 3 Serithai Rd., Bangkok, Bangkok 10240 [www.mba.nida.ac.th](http://www.mba.nida.ac.th)*