**Publication Record**

Dr. Andri Dayarana K. Silalahi

Department of Marketing and Logistics Management

Chaoyang University of Technology

**2025**

**Silalahi, A. D. K.**, Tedjakusuma, A. P., Eunike, I. J., & Riantama, D. (2025). How does time pressure shape impulsive buying behavior? Hedonic vs. utilitarian values emerges as a key driver on E-commerce platforms. *Digital Business*, 100138. **Journal Article / Scopus Q1, ESCI Q1 / First Author**

Fu, C. J., **Silalahi, A. D. K.**, Huang, S. C., Phuong, D. T. T., Eunike, I. J., & Yu, Z. H. (2025). The (Un) knowledgeable, the (Un) skilled? undertaking chat-GPT users’ benefit-risk-coping paradox in higher education focusing on an integrated, UTAUT and PMT. *International Journal of Human–Computer Interaction*, *41*(9), 5663-5693. **Journal Article / Scopus Q1, SSCI Q1 / Corresponding Author**

Panggabean, E. M., & **Silalahi, A. D. K.** (2025). How do ChatGPT's benefit–risk-coping paradoxes impact higher education in Taiwan and Indonesia?. *Computers and Education: Artificial Intelligence*, *8*, 100412. **Journal Article / Scopus Q1 / Corresponding Author: Top Ranking 1%**

**Silalahi, A. D. K.** (2025). Can Generative Artificial Intelligence Drive Sustainable Behavior? A Consumer-Adoption Model for AI-Driven Sustainability Recommendations. *Technology in Society*, 102995. **Journal Article / Scopus Q1, SSCI Q1 / Corresponding Author: Top Ranking 1%**

Chang, Y. H., **Silalahi, A. D. K.**, & Lee, K. Y. (2025). From uncertainty to tenacity: Investigating user strategies and continuance intentions in AI-powered ChatGPT with uncertainty reduction theory. *International Journal of Human–Computer Interaction*, *41*(11), 6570-6588. **Journal Article / Scopus Q1, SSCI Q1 / Corresponding Author**

**Silalahi, A. D. K.**, Tedjakusuma, A. P., & Eunike, I. J. (2025). Synergizing Social, Technical, and Customer Value Elements: A Configuration-Based Analysis of Customer Engagement Behavior in E-Commerce Live Streaming. *Journal of Digital Economy*. **Journal Article / Scopus Q1 / First Author**

Tedjakusuma, A. P., **Silalahi, A. D. K.**, Eunike, I. J., Phuong, D. T. T., & Riantama, D. (2025). The trust-driven path to consumer engagement behaviors: Exploring the role of streamer and platform characteristics in live-streaming E-commerce. *Digital Business*, *5*(1), 100115. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Rulandari, N., & **Silalahi, A. D. K.** (2025). Achieving effectiveness of public service in AI-enabled service from public value theory: does human–AI collaboration matters?. *Transforming Government: People, Process and Policy*, *19*(2), 428-452. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Rulandari, N., & **Silalahi, A. D. K.** (2025). Human-AI collaboration for efficiency and employee job satisfaction in public administration: insights from a resource-based perspective. *Transforming Government: People, Process and Policy*, *19*(2), 264-287. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Hung, C. N., Fu, C. J., & **Silalahi, A. D. K.** (2025). Integrating dance with the AIDA framework: Advancing sustainable behaviors through dynamic marketing communications for environmental sustainability. *Heliyon*, *11*(10). **Journal Article / Scopus Q1, SCIE Q1 / Corresponding Author**

**Silalahi, A. D. K.**, Eunike, I. J., Phuong, D. T. T., Octoyuda, E., & Rulandari, N. (2025). A Configurational Model of Green Consumerism Integrating Ethical Obligations, Collective Efficacy, and Environmental Concerns Using Fuzzy Sets Qualitative Comparative Analysis. *Business Strategy & Development*, *8*(2), e70120. **Journal Article / Scopus Q1, ESCI Q1 / First Author**

Chen, H. F., Eunike, I. J., Phuong, D. T. T., Tedjakusuma, A. P., & **Silalahi, A. D. K.** (2025). The role of streamer and live streaming characteristics in driving customer value and engagement. *The TQM Journal*, 1-25. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Tedjakusuma, A. P., **Silalahi, A. D. K.**, Eunike, I. J., & Phuong, D. T. T. (2025). Modeling the influence of e-service quality on e-satisfaction in Indonesia’s digital marketplaces using a hybrid approach of SEM and fsQCA. *Journal of Modelling in Management*. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Eunike, I. J., **Silalahi, A. D. K.**, & Tedjakusuma, A. P. (2025). Towards a Holistic Model of Green Consumerism by Integrating Ethical Obligations, Collective Efficacy, and Environmental Concerns in Sustainable Purchase Behavior. *Sustainable Futures*, 100746. **Journal Article / Scopus Q1 / Corresponding Author**

Rulandari, N., **Silalahi, A. D. K.**, Phuong, D. T. T., & Eunike, I. J. (2025). Decoding effectiveness and efficiency in AI-enabled public services: a configurational pathway to citizen and employee satisfaction. *Frontiers in Political Science*, *7*, 1560180. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Phuong, D. T. T., **Silalahi, A. D. K.**, Chang, W. R., Tedjakusuma, A. P., & Eunike, I. J. (2025). To Adopt or Not to Adopt: Configurations for GenAI Recommendation Adoption in Sustainable Consumer Behavior. *Business Strategy & Development*, *8*(2), e70122. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Rulandari, N., & **Silalahi, A. D. K.** (2025). Resolving the Effectiveness–Efficiency Paradox in AI‐Enabled Public Services: Insights From the Resource‐Based View and Public Value Theory. *Journal of Public Affairs*, *25*(3), e70067. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Tedjakusuma, A. P., Liu, L. W., Eunike, I. J., & **Silalahi, A. D. K.** (2025). Rethinking Information Quality: How Trust in ChatGPT Shapes Destination Visit Intentions. *Tourism and Hospitality*, *6*(4), 178. **Journal Article / Scopus Q2 / Corresponding Author**

**Silalahi, A. D. K.** (2025). Frustration Dissonance and the Paradox of Persistence in ChatGPT Usage: Insights from Indonesia and Taiwan. *International Journal of Human–Computer Interaction*, *41*(9), 5663-5693. **Journal Article / Scopus Q1, SSCI Q1 / Single Author**

**2024**

Shih, I. T., **Silalahi, A. D. K.**, & Eunike, I. J. (2024). Engaging audiences in real-time: The nexus of socio-technical systems and trust transfer in live streaming e-commerce. *Computers in Human Behavior Reports*, *13*, 100363. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Hsu, W. L., & **Silalahi, A. D. K.** (2024). Exploring the paradoxical use of ChatGPT in education: Analyzing benefits, risks, and coping strategies through integrated UTAUT and PMT theories using a hybrid approach of SEM and fsQCA. *Computers and Education: Artificial Intelligence*, *7*, 100329. **Journal Article / Scopus Q1 / Corresponding Author: Top Ranking 1%**

Huang, S. C., **Silalahi, A. D. K.**, Eunike, I. J., & Riantama, D. (2024). Understanding impulse buying in E-commerce: The Big Five traits perspective and moderating effect of time pressure and emotions. *Telematics and Informatics Reports*, *15*, 100157. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Fu, C. J., **Silalahi, A. D. K.**, Shih, I. T., Phuong, D. T. T., Eunike, I. J., & Jargalsaikhan, S. (2024). Assessing ChatGPT’s information quality through the lens of user information satisfaction and information quality theory in higher education: A theoretical framework. *Human Behavior and Emerging Technologies*, *2024*(1), 8114315. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Huang, S. C., **Silalahi, A. D. K.**, & Eunike, I. J. (2024). Exploration of moderated, mediated, and configurational outcomes of Tourism‐related Content (TRC) on TikTok in predicting enjoyment and behavioral intentions. *Human Behavior and Emerging Technologies*, *2024*(1), 2764759. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Fu, C. J., **Silalahi, A. D. K.**, Yang, L. W., & Eunike, I. J. (2024). Advancing SME performance: a novel application of the technological-organizational-environment framework in social media marketing adoption. *Cogent Business & Management*, *11*(1), 2360509. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Chang, Y. H., **Silalahi, A. D. K.**, Eunike, I. J., & Riantama, D. (2024). Socio-technical systems and trust transfer in live streaming e-commerce: analyzing stickiness and purchase intentions with SEM-fsQCA. *Frontiers in Communication*, *9*, 1305409. **Journal Article / Scopus Q1, ESCI Q2 / Corresponding Author**

Shih, I. T., **Silalahi, A. D. K.**, Baljir, K., & Jargalsaikhan, S. (2024). Exploring the impact of perceived sustainability on customer satisfaction and the mediating role of perceived value. *Cogent Business & Management*, *11*(1), 2431647. **Journal Article / Scopus Q1, ESCI Q2 / Co-Author**

Hutahaean, M., **Silalahi, A. D. K.**, Eunike, I. J., Silalahi, A. A. S., & Phuong, D. T. T. (2024, August). Optimizing Trust in E-Government: Evaluating Social Media Dynamics and Government Protocols Using Fuzzy Sets Qualitative Comparative Analysis. In *2024 International Conference on Information Management and Technology (ICIMTech)* (pp. 224-229). IEEE. **Conference Article / Corresponding Author**

Fu, C. J., **Silalahi, A. D. K.**, Shih, I. T., Phuong, D. T. T., Eunike, I. J., & Jargalsaikhan, S. (2024). To satisfy or clarify: enhancing user information satisfaction with AI-powered ChatGPT. *Engineering Proceedings*, *74*(1), 3. **Journal Article / Scopus Q3 / Corresponding Author**

Chiou, K. C., Huang, Y. M., & **Silalahi, A. D. K.** (2024). Employing the performance evaluation method to examine the efficacy of English language instruction: Insights from primary educational institutions in Taiwan. *Education Sciences*, *14*(6), 672. **Journal Article / Scopus Q1 / Corresponding Author**

**Silalahi, A. D. K.**, Sangadji, S., Fu, C. J., Phuong, D. T. T., Eunike, I. J., & Shih, I. T. (2024, August). Configuring Consumers'(Dis) Continuance Intention to Watch Live Streaming on TikTok: Insights from Fuzzy Sets Qualitative Comparative Analysis. In *2024 International Conference on Information Management and Technology (ICIMTech)* (pp. 247-252). IEEE. **Conference Article / Corresponding Author**

Hsu, W. L., **Silalahi, A. D. K.**, Eunike, I. J., & Phuong, D. T. T. (2024). Fostering creativity and performance through authentic leadership in educational institutions. *Cogent Social Sciences*, *10*(1), 2425774. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Fu, C. J., **Silalahi, A. D. K.**, Shih, I. T., Phuong, D. T. T., & Eunike, I. J. (2024, August). Bibliometric Analysis to Explore the Influence of Artificial Intelligence on Consumer Behavior and Marketing Research: A Comprehensive Review and Suggestions for Future Exploration. In *2024 International Conference on Information Management and Technology (ICIMTech)* (pp. 134-139). IEEE. **Conference Article / Corresponding Author**

Megawati, V., Tedjakusuma, A. P., Liu, L. W., & **Silalahi, A. D. K.** (2024, August). Eludicating the Mediating Role of E-Trust in Customer Satisfaction Augmentation: An Empirical Analysis of E-Service Quality in Online Marketplaces. In *2024 International Conference on Information Management and Technology (ICIMTech)* (pp. 747-752). IEEE. **Conference Article / Corresponding Author**

Li, F. C., Chou, T. Y., **Silalahi, A. D. K.**, & Hue, L. T. (2024, August). Exploring the use of GPT Chatbots, in Education: A Comparative Study on User Experiences, in Taiwan and Vietnam. In *2024 International Conference on Information Management and Technology (ICIMTech)* (pp. 1-6). IEEE. **Conference Article / Co-Author**

**2023**

Chen, W. K., Silaban, P. H., Hutagalung, W. E., & **Silalahi, A. D. K.** (2023). How Instagram influencers contribute to consumer travel decision: Insights from SEM and fsQCA. *Emerging Science Journal*, *7*(1), 16-37. **Journal Article / Scopus Q1 / Corresponding Author**

Silaban, P. H., Chen, W. K., Eunike, I. J., & **Silalahi, A. D. K.** (2023). Traditional restaurant managers’ use of sensory marketing to maintain customer satisfaction: Findings from PLS-SEM and fsQCA. *Cogent Business & Management*, *10*(1), 2196788. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Silaban, P. H., Chen, W. K., Sormin, S., BP Panjaitan, Y. N., & **Silalahi, A. D. K.** (2023). How does electronic word of mouth on Instagram affect travel behaviour in Indonesia: A perspective of the information adoption model. *Cogent Social Sciences*, *9*(1), 2163525. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Hutahaean, M., Eunike, I. J., & **Silalahi, A. D. K.** (2023). Do Social Media, Good Governance, and Public Trust Increase Citizens’e‐Government Participation? Dual Approach of PLS‐SEM and fsQCA. *Human Behavior and Emerging Technologies*, *2023*(1), 9988602. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Silaban, P. H., Octoyuda, E., & **Silalahi, A. D. K.** (2023). Perceived credibility information on social media of corporate brand reputation and its impact on jobseeker intention to apply. *International Journal of Business*, *28*(1), 1-13. **Journal Article / Scopus Q4, ESCI Q4 / Co-Author**

Silaban, P. H., Chen, W. K., Silaban, B. E., **Silalahi, A. D. K.**, Eunike, I. J., & Damanik, H. M. (2023). Demystifying tourists’ intention to visit destination on travel vlogs: findings from PLS-SEM and fsQCA. *Emerging Science Journal*, *7*(3), 867-889. **Journal Article / Scopus Q1 / Corresponding Author**

Chen, W. K., Yanbegi, F., **Silalahi, A. D. K.**, Silaban, P. H., Eunike, I. J., & Demirci, S. (2023, August). The Role of Trust Transfer in Facilitating Stickiness Behavior in Live Streaming: A Socio-technical Perspective. In *2023 International Conference on Information Management and Technology (ICIMTech)* (pp. 149-154). IEEE. **Conference Article / Corresponding Author**

Silaban, P. H., **Silalahi, A. D. K.**, Chen, W. K., Sangadji, S. S., Eunike, I. J., & Panggabean, F. (2023, August). Uncover Configurational Paths of Streamers' Characteristics Predicting High vs. Low Consumers' Watching Intention to TikTok Live Streaming. In *2023 International Conference on Information Management and Technology (ICIMTech)* (pp. 113-118). IEEE. **Conference Article / Corresponding Author**

**2022**

Silaban, P. H., Chen, W. K., Nababan, T. S., Eunike, I. J., & **Silalahi, A. D. K.** (2022). How travel vlogs on YouTube influence consumer behavior: A use and gratification perspective and customer engagement. *Human Behavior and Emerging Technologies*, *2022*(1), 4432977. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Huang, T. Y., Chen, W. K., Chen, C. W., & **Silalahi, A. D. K.** (2022). Understanding How Product Reviews on YouTube Affect Consumers’ Purchase Behaviors in Indonesia: An Exploration Using the Stimulus‐Organism‐Response Paradigm. *Human Behavior and Emerging Technologies*, *2022*(1), 4976980. **Journal Article / Scopus Q1, ESCI Q1 / Corresponding Author**

Luo, S., Shyu, M. L., Shih, I. T., & **Silalahi, A. D. K.** (2022). A business model predicting the impact of live-stream marketing on firms' stock price-An event study. *Heliyon*, *8*(12). **Journal Article / Scopus Q1 / SCIE Q1 / Co-Author**

Silaban, P. H., **Silalahi, A. D. K.**, Octoyuda, E., Sitanggang, Y. K., Hutabarat, L., & Sitorus, A. I. S. (2022). Understanding hedonic and utilitarian responses to product reviews on youtube and purchase intention. *Cogent Business & Management*, *9*(1), 2062910. **Journal Article / Scopus Q2, ESCI Q2 / Corresponding Author**

Chen, W. K., Chen, C. W., & **Silalahi, A. D. K.** (2022). Understanding consumers’ purchase intention and gift-giving in live streaming commerce: Findings from SEM and fsQCA. *Emerging Science Journal*, *6*(3), 460-481. **Journal Article / Scopus Q1 / Corresponding Author**

Chen, W. K., Ling, L. S., Jie, H. Y., Silaban, P. H., Sitanggang, Y. K., & **Silalahi, A. D. K.** (2022, August). How travel vlogs on youtube influence consumer travel behavior in Indonesia: Empirical evidence from fsQCA. In *2022 IEEE 23rd International Conference on Information Reuse and Integration for Data Science (IRI)* (pp. 95-100). IEEE. **Conference Article / Corresponding Author**

Chen, W. K., Silaban, P. H., Chi, C. H., Hutagalung, W. E., & Silalahi, A. D. K. (2022, August). Using fuzzy sets qualitative comparative configuration to predict consumer travel behavior from Instagram: The role of social media influencers. In *2022 International Conference on Information Management and Technology (ICIMTech)* (pp. 431-436). IEEE. **Conference Article / Corresponding Author**

Silaban, P. H., Chen, W. K., & Silalahi, A. D. K. (2022, March). The use of social media by entrepreneurial and small firms: systematic literature review. In *2022 International Conference on Decision Aid Sciences and Applications (DASA)* (pp. 947-952). IEEE. **Conference Article / Corresponding Author**

Silalahi, A. D. K., Ling, L. S., Chen, W. K., Eunike, I. J., Silaban, P. H., & Hutagalung, W. E. (2022, September). Exploring consumer intention to visit a destination and EWOM through uses and Gratification Perspective: Evidence from YouTube travel vlogs. In *2022 International Seminar on Application for Technology of Information and Communication (iSemantic)* (pp. 144-149). IEEE. **Conference Article / First Author**

Sitinjak, I., Malau, A. R., & Silalahi, A. D. K. (2022, May). Organizational ambidexterity and public policy support as determinants of business resilience among SMEs in Medan, Indonesia: Findings from regression and fsQCA. In *2022 7th International Conference on Business and Industrial Research (ICBIR)* (pp. 389-394). IEEE. **Conference Article / Corresponding Author**

**2021**

Chen, W. K., Wen, H. Y., & **Silalahi, A. D. K.** (2021, August). Parasocial interaction with youtubers: Does sensory appeal in the youtubers' video influences purchase intention?. In *2021 IEEE International Conference on Social Sciences and Intelligent Management (SSIM)* (pp. 1-8). IEEE. **Conference Article / Corresponding Author**

Chen, W. K., Chen, C. K., & **Silalahi, A. D. K.** (2021, August). Understanding Consumers' post-purchase behavior by cognitive dissonance and emotions in the online impulse buying context. In *2021 IEEE 22nd International Conference on Information Reuse and Integration for Data Science (IRI)* (pp. 390-394). IEEE. **Conference Article / Corresponding Author**

**Silalahi, A. D. K.**, & Bayu, T. I. (2021, November). User Addiction Behavior Towards Online Mobile Games Influences In Apps Purchase Behavior. In *2021 International Conference on Technologies and Applications of Artificial Intelligence (TAAI)* (pp. 307-310). IEEE. **Conference Article / First Author**