MARIE SKŁODOWSKA-CURIE POSTDOCTORAL FELLOWSHIPS 2025

EXPRESSION OF INTEREST FOR HOSTING MARIE CURIE FELLOWS

HOST INSTITUTION

NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa, Lisbon, Portugal

RESEARCH GROUP AND URL

MagIC research centre: https://magic.novaims.unl.pt/

Information Systems Research line: https://magic.novaims.unl.pt/en/about-us/research-lines/

SUPERVISOR (NAME AND E-MAIL)

Mijail Naranjo Zolotov (mijail.naranjo@novaims.unl.pt)

SHORT CV OF THE SUPERVISOR

Mijail Naranjo Zolotov is currently an Assistant Professor and member of the Scientific Council of NOVA Information Management School (NOVA IMS). He is also a researcher at the Information Management Research Center of this university (MagIC). He participated in different research projects at international level funded by the European Commission. He is a member of ACM (Association for Computing Machinery) and member of the Association for Information Systems (AIS). His research focuses on the following areas: Dark side of technology, e-government, adoption and diffusion of technology, understanding of user behavior, teleworking, and text mining. He was the supervisor of more than 100 master and Ph.D. theses in the field of Information Systems.

His interdisciplinary work has been published in top-tier journals and conference proceedings in various disciplines, such as Computers in Human Behavior, Government Information Quarterly, Information Technology & People, Telematics & Informatics, Cities, Proceedings of the International Conference on Theory and Practice of Electronic Governance (ICEGOV), Proceedings of the European Conference on Information Systems (ECIS).

He holds a Ph.D. in Information Management from the Universidade Nova de Lisboa (2018) and a Master's in Geospatial Technologies from a consortium of three Universities: University of Münster (Germany), University Jaume I (Spain), and Universidade Nova de Lisboa (Portugal).

5 SELECTED PUBLICATIONS

- Pontes, S., Naranjo-Zolotov, M., & Painho, M. (2024). From intention to action: How environmental setback perception mediates green purchase behaviour. *Journal of Cleaner Production*, *470*, 143285.
- Westerholt, R., Acedo, A., & Naranjo-Zolotov, M. (2022). Exploring sense of place in relation to urban facilities–evidence from Lisbon. *Cities*, *127*, 103750.
- Naranjo-Zolotov, M., Turel, O., Oliveira, T., & Lascano, J. E. (2021). Drivers of online social media addiction in the context of public unrest: A sense of virtual community perspective. Computers in Human Behavior, 121, 106784.
- Martins, J., Branco, F., Gonçalves, R., Au-Yong-Oliveira, M., Oliveira, T., Naranjo-Zolotov, M., & Cruz-Jesus, F. (2019). Assessing the success behind the use of education management information systems in higher education. Telematics and Informatics, 38, 182-193.
- Pazmiño-Sarango, M., Naranjo-Zolotov, M., & Cruz-Jesus, F. (2022). Assessing the drivers of the regional digital divide and their impact on eGovernment services: evidence from a South American country. Information Technology & People, 35(7), 2002-2025.

PROJECT TITLE AND SHORT DESCRIPTION

As digital interfaces become increasingly intelligent and intrusive—driven in part by the rapid integration of artificial intelligence into user-facing systems—understanding the emotional and behavioural dimensions of human-computer interaction is a pressing scientific challenge. Affective computing, an interdisciplinary field combining computer science, psychology, and cognitive science, aims to develop systems capable of detecting, interpreting, and responding to human emotions. This project leverages affective computing, employing a multimethod research strategy that integrates UX research methods with quantitative approaches such as text mining and the assessment of theoretical models using Partial Least Squares Structural Equation Modelling (PLS-SEM). The project seeks to advance the understanding of user affect and behaviour across varied interaction contexts, including responses to persuasive or deceptive interface elements (also known as *dark patterns*), which serve as practical examples of emotionally charged digital experiences. Its primary goal is to develop and evaluate conceptual frameworks for capturing and explaining affective responses and behavioural change during human-computer interactions. Anticipated outcomes include new methods for affective data integration, validated models of emotion-behaviour relationships, and actionable frameworks to inform ethical, user-centred system design. These contributions will strengthen theoretical foundations in affective human-computer interaction. On a societal level, the project will generate actionable insights to inform evidence-based policy-making and regulatory guidelines on the emotional impact of AI-powered systems. It will also provide practical recommendations for the design of digital interfaces that prioritize transparency, user autonomy, and psychological well-being, contributing to the responsible development of emotionally intelligent technologies.

SCIENTIFIC AREA WHERE THE PROJECT FITS BEST*

Social Sciences and Humanities (SOC) and Information Science and Engineering (ENG)