

# Curriculum Vitae

**NAME:**

**Liqiong (Joan) Deng**

**DATE:**

January 28, 2020

**TEACHING EXPERIENCE:**

2016 to Present	Professor	Department of Management, Richards College of Business, University of West Georgia
2011 to 2016	Associate Professor	Department of Management, Richards College of Business, University of West Georgia
2006 to 2011	Assistant Professor	Department of Management, Richards College of Business, University of West Georgia

Courses Taught: Business Intelligence & Data Mining, Strategic Management of Information Technology, Business Programming & Web Design, Data Resource Management & Design, Management of Information Systems, Business Programming (Visual Basic 2005 & 2008), Fundamentals of Computer Concepts, and Surfing the Internet for Success.

**SERVICE TO INSTITUTION:**

- Member of Advisor I Search Committee (Fall 2018, Spring 2019)
- Member of Honors Program Committee (Fall 2015 – Spring 2017)
- Member of IRB Committee (Fall 2015 - Present)
- Member of Presidential Committee on Campus Inclusion (Fall 2014 – Spring 2016)
- Member of Post Tenure Review Appeals Committee (Fall 2014 – Spring 2015)
- Member of Student Activity Fee Budget Allocation Committee (Fall 2011 – Spring 2013)
- Member of MIS Faculty Search Committee (Fall 2011, Fall 2016, Fall 2017)

Member of Department Tenure & Promotion Committee (Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2016, Fall 2017, Fall 2018, Fall 2019)

Chair of Student Affairs Committee (Fall 2011 – Spring 2013)

Member of the Faculty Senate (Fall 2010 – Spring 2013)

Member of Task Force on International Services and Programs (Spring 2011)

Member of Learning Resources Committee (Fall 2010 – Spring 2011)

Member of RCOB undergraduate scholarship subcommittee (Spring 2010, Spring 2011, Spring 2012, Spring 2013, Spring 2014)

Member of RCOB Undergraduate Programs Committee (Fall 2008 – Spring 2014)

Member of Student Technology Fee Committee (Fall 2007 – Spring 2010)

Chair of Student Technology Fee Committee (Fall 2008 – Spring 2010)

Member of Senate Ad Hoc Rules Committee (Fall 2008 – Spring 2009)

Member of Undergraduate Academic Program Committee (Fall 2007 – Spring 2009)

Member of Search Committee for the Administrative Director of Graduate Programs (Fall 2007)

Member of Faculty Search Committees (Spring 2008)

Faculty Advisor of Asian Student Club (Fall 2012 – Spring 2017)

Faculty Advisor of UWG MIS Club (Fall 2006 – Present)

**ACADEMIC ACHIEVEMENT:**

Ph.D. in MIS	Texas A & M University, College Station, TX	08/2006
M. A. in Economics	Fudan University, Shanghai, P. R. China	07/2000
B. A. in Economics	Fudan University, Shanghai, P. R. China	07/1997

**Ph.D. Dissertation:**

“Beyond Usability: Affect in Web Browsing”

**PROFESSIONAL GROWTH:**

**Professional Organizations:**

Association for Information Systems

Decision Science Institute

**Journal Publications:**

Deng, L. (2018). Technology Paradoxes, Emotional Ambivalence, and Use Patterns. *Quarterly Review of Business Disciplines*. 5(2), 143-161.

Deng, L. (2017). Regulatory Focus, Emotions and Technology Adaptation. *Quarterly Review of Business Disciplines*. 4(1), 37-54.

Deng, L., Prince, B., & Turner, D. (2016). Investigating Factors Influencing Adoption of Mobile Payment. *Quarterly Review of Business Disciplines*. 3(1), 59-79.

Deng, L. (2015). The Effects of Regulatory Focus on IT Substitution. *Quarterly Review of Business Disciplines*. 2(1), 53-70.

Deng, L. (2014). SMS Usage Patterns and Relationship Intimacy. *International Journal of Interdisciplinary Research*.

Deng, L. (2014). IT Disconfirmation Judgments, Satisfaction and Trust. *Quarterly Review of Business Disciplines*. 1(1), 63-75.

Deng, L. (2013). IT Substitution Attitude, Ambivalence and Intention. *Business Research Yearbook*, XX (2), 297-304.

Deng, L., & Poole, M. S. (2012). Aesthetic Design of E-Commerce Web Pages – Webpage Complexity, Order and Preference. *Electronic Commerce Research and Applications*, 11, 420-440.

Deng, L. (2012). Investigating Factors Influencing User Intention to Adopt Mobile Payment. *International Research Journal of Global Research*, 1(1), 74-78.

Deng, L. (2012). E-Commerce Web Page Aesthetics and Preference. *Business Research Yearbook*, XIX, 142-149.

- Deng, L. (2012). Teleconsultation and Medical Encounter Communication. *Business Research Yearbook*, XIX, 113-119.
- Deng, L., & Poole, M. S. (2010). Affect in Web Browsing — A Study of the Impacts of Visual Complexity and Order of WebPages. *MIS Quarterly*, 34(4), 1-20.
- Deng, L. (2010). Developing Effective Electronic Networks of Practice: Toward a Conceptual Framework. *Business Research Yearbook*, XVII, 312-318.
- Deng, L., Turner, D., Gehling, B., & Prince, B. (2010). User Experience, Satisfaction and Continual Use Intention of IT. *European Journal of Information Systems*, 19, 60-75.
- Prince, B., Turner, D., & Deng, L. (2009). Group Decision Support Systems: A Comprehensive Developer's View. *Journal of Business, Industry & Economics*, 12, 61-70.
- Deng, L. (2009). Co-Evolution Model of Telemedicine Implementation. *Business Research Yearbook*, XVI, 384-389.
- Deng, L., & Poole, M. S. (2008). Learning Through ICT-Enabled Social Networks. *International Journal of Information Technology and Management*, 7(4), 374-391.
- Fan, H., & Deng, L. (2008). "Developing and Validating a Measure of Web Personalization Strategy", *International Journal of Technology and Human Interaction*, 4(4), 1-28.
- Deng, L. (2008) Knowledge Utilization in Electronic Network of Practice. *Business Research Yearbook*, XV, 485-490.
- Deng, L., Poole, M. S., Scheideman-Miller, C., & Brown, H. G. (2005). Learning Through Telemedicine: The Case Study of a Wound Care Network. *International Journal of Healthcare Technology Management*, 6(4/5/6), 368-380.

**Book Chapter:**

Deng, L. & Poole, M.S. (2010). Knowledge Utilization in Electronic Networks of Practice. In H. E. Canary and R. D. McPhee (Eds.) *Communication and Organizational Knowledge: Contemporary Issues for Theory and Practice*, 209-220. Mahwah, NJ: Routledge/LEA.

### **Conference Presentations:**

Deng, L. (2019). Technology Paradoxes, Emotional Ambivalence, and Use Patterns. *The 31st Annual Conference of International Academy of Business Disciplines*, Jacksonville, FL.

Deng, L. (2018). Technology Paradoxes, Emotional Ambivalence, and Use Patterns. *The 30th Annual Conference of International Academy of Business Disciplines*, New Orleans, LA.

Deng, L. (2017). Regulatory Focus, Emotions and Technology Adaptation. *The 29th Annual Conference of International Academy of Business Disciplines*, New Orleans, LA.

Deng, L., Prince, B., & Turner, D. (2016). Investigating Factors Influencing Adoption of Mobile Payment. *The 28th Annual Conference of International Academy of Business Disciplines*, Las Vegas, NV.

Deng, L. (2015). The Effects of Regulatory Focus on IT Substitution. *The 27th Annual Conference of International Academy of Business Disciplines*, Orlando, FL.

Deng, L. (2014). SMS Usage Patterns and Relationship Intimacy. *The 26th Annual Conference of International Academy of Business Disciplines*, San Diego, CA.

Deng, L. (2014). IT Disconfirmation Judgments, Satisfaction and Trust. *The 26th Annual Conference of International Academy of Business Disciplines*, San Diego, CA.

Pridmore, J., Deng, L., Turner, D., & Prince, B. (2014). Enhancing Student Learning of ERP and Business Process Knowledge through Hands-On ERP Exercises in an Introductory Management of Information Systems Course. *The 17th Annual Conference of the Southern Association for Information Systems (SAIS)*, Macon, GA.

- Deng, L. (2013). IT Substitution Attitude, Ambivalence and Intention. *The 25th Annual Conference of International Academy of Business Disciplines*, Atlanta, GA.
- Deng, L. (2012). Investigating Factors Influencing User Intention to Adopt Mobile Payment. *The Global Business Development Institute 16<sup>th</sup> International Conference*, Las Vegas, NV.
- Deng, L. (2012). Discrete Emotions and Trust in Self-Service Technology. *The 15<sup>th</sup> Annual Conference of Southern Association for Information Systems (SAIS)*, Atlanta, GA.
- Deng, L. (2012). E-Commerce Web Page Aesthetics and Preference. *The 24<sup>th</sup> International Academy of Business Disciplines Conference*, Los Angeles, CA.
- Deng, L. (2012). Teleconsultation and Medical Encounter Communication. *The 24<sup>th</sup> International Academy of Business Disciplines Conference*, Los Angeles, CA.
- Deng, L., Turner, D. (2011). An Investigation of Usage Patterns of Digital Consumer Technologies. *The 23<sup>rd</sup> International Academy of Business Disciplines Conference*, New Orleans, LA.
- Deng, L. (2010). Developing Effective Electronic Networks of Practice: Toward a Conceptual Framework. *The 22<sup>nd</sup> International Academy of Business Disciplines Conference*, Las Vegas, Nevada.
- Deng, L. (2010). Understanding User Motivations and Usage Patterns for Mobile Messaging Technologies (MMT). *The 40<sup>th</sup> Annual Meeting of Southeast Decision Sciences Institute*, Wilmington, North Carolina.
- Deng, L., Turner, D. Prince, B. (2009). Online Learning Retention – The Effect of Time Lag. *International Conference on Learning and Administration on Higher Learning 2009*, Nashville, TN.
- Deng, L. (2009). Co-Evolution of Telemedicine Implementation. *The 21<sup>st</sup> International Academy of Business Disciplines Conference*, St. Louis, Missouri.

Deng, L., Sun, J., Turner, D., Prince, B. (2009). Motivations for Using Short Messaging Service. *The 39<sup>th</sup> Annual Meeting of Southeast Decision Sciences Institute*, Charleston, South Carolina.

Deng, L. (2008). Knowledge Utilization in Electronic Network of Practice. *The 20<sup>th</sup> International Academy of Business Disciplines Conference*, Houston, Texas.

Deng, L., & Turner, D. (2008). Utilizing Emerging Trends in Operations Management for New Curriculum Development. *The 38<sup>th</sup> Annual Meeting of Southeast Decision Sciences Institute*, Orlando, Florida.

Deng, L., & Turner, D. (2008). Mobile Internet Service – User Experience, Satisfaction and Continual User Intention. *The 38<sup>th</sup> Annual Meeting of Southeast Decision Sciences Institute*, Orlando, Florida.

Brown, H. G., Deng, L., Poole, M. S., & Forducey, P. (2005). Towards a Sociability Theory of Computer Anxiety: An Interpersonal Circumplex Perspective. *The 38<sup>th</sup> Hawaii International Conference on Systems Science*, Kona, Hawaii.

Deng, L., Poole, M. S., Scheideman-Miller, C., & Brown, H. G. (2004). Learning Through Telemedicine Network: The Case Study of a Wound Care Network. *The 10<sup>th</sup> American Conference on Information Systems*, New York City, New York.

Poole, M. S., Brown, H. G., Forducey, P., Deng, L., Moorad, A., & Smeltzer, S. (2004). Trust, Trait Theory, and Collaboration in Telemedicine: An Empirical Test. *The 37<sup>th</sup> Hawaii International Conference on Systems Science*, Kona, Hawaii.

Deng, L., & Poole, M. S. (2003). Learning Through Telemedicine Network. *The 36<sup>th</sup> Hawaii International Conference on Systems Science*, Kona, Hawaii.

**Reviewer Service:**

International Journal of End-User Computing and Development (2019)

Transactions on Management Information Systems (2018)

Journal of International & Interdisciplinary Business Research (2016)

Journal of Global Information Management (2016, 2017, 2018, 2019)

Quarterly Review of Business Disciplines (2016)

The European Conference on Information Systems (ECIS2016, ECIS2017)

Advances in Industrial Engineering and Management (2014)

National Science Foundation (2014)

Information Systems Research (2013)

International Journal of Information Management (2013, 2017)

Information and Management (2012)

Behaviour & Information Technology (2011, 2012, 2013, 2015, 2016, 2018)

The Southern Association for Information Systems Conference (SAIS 2012, 2013)

Information Technology and Management (2012, 2017, 2018)

The 41st Annual Meeting of SEDSI (2011)

2011 Academy of Management Annual Meeting (2011)

MIS Quarterly (2010, 2011, 2012, 2018, 2019)

International Journal of Web-Based Learning and Teaching Technologies (IJWLTT)  
(2010, 2011, 2012, 2013, 2014, 2015, 2016, 2018, 2019)

The DATA BASE for Advances in Information Systems (2010, 2013, 2014)

2010 Academy of Management Annual Meeting (2010)

CHI 2010 (2010)



International Business Information Management Association Conference (2009)

Comparative Blended Learning Practices and Environments: Cultural, Disciplinary and Gender Perspectives edited by Dr. Eugenia M. W. Ng (2009)

International Journal of Human-Computer Studies (2008, 2014, 2016, 2017, 2018)

38th Annual Meeting of SEDSI (2008)

International Business Information Management Association Conference (2008)

B-Quest (2007, 2014)

Journal of Organizational and End User Computing (2007)

The American Conference on Information Systems (AMCIS 2004, 2006, 2007)

Information Systems Management (2006)

The Hawaii International Conference on System Science (HICSS 2003, HICSS 2004)

The International Conference on Information Systems (ICIS 2004, 2011, 2013)