Curriculum Vitae

NAME:

Liqiong (Joan) Deng

DATE:

September 22, 2025

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: Information Asset Protection & Risk Management, 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:

Chair of RCOB Graduate Programs Committee (Fall 2024 - Present)

Chair of Department Tenure & Promotion Committee (Fall 2020, Fall 2022)

Chair of MIS Lecturer Search Committee (Spring 2021)

Member of IRB Committee (Fall 2015 - Present)

Member of RCOB Graduate Programs Committee (Fall 2021 - Present)

Member of Post Tenure Review Appeals Committee (Fall 2014 – Present)

Member of MIS Faculty Search Committee (Fall 2011, Fall 2016, Fall 2017, Fall 2022, Fall 2023)

Member of RCOB Tenure & Promotion Committee (Fall 2020, Fall 2022)

Member of Department Tenure & Promotion Committee (Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2023)

Member of Department Post Tenure Review Committee (Fall 2024)

Member of Advisor I Search Committee (Fall 2018, Spring 2019)

Member of Honors Program Committee (Fall 2015 – Spring 2017)

Member of Presidential Committee on Campus Inclusion (Fall 2014 – Spring 2016)

Member of Student Activity Fee Budget Allocation Committee (Fall 2011 – Spring 2013)

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 UWG MIS Club (Fall 2006 – Present)

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

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. (2024). Trust and Distrust in Artificial Intelligence (AI) Agents: A Construal-Level Perspective. *Quarterly Review of Business Disciplines*. 10(3/4), 122-139.

Deng, L. (2022). IT Affordances, User Experiences and Purchase Intention in Social Commerce. *Quarterly Review of Business Disciplines*. 9(3), 205-223.

Deng, L. (2021). Gamified Information Systems: Gameful Experiences, Achievement Goals, and Performance. *Quarterly Review of Business Disciplines*. 8(3), 193-211.

Deng, L. (2020). Technology Paradoxes, Regulatory Focus and Trust. *Quarterly Review of Business Disciplines*. 7(3), 189-206.

Deng, L. (2020). Gamified Information Systems and User Engagement. *Quarterly Review of Business Disciplines*. 6(4), 309-326.

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. (2025). Cognitive Appraisals, Emotions and Artificial Intelligence (AI) Engagement. *The 36th Annual Conference of International Academy of Business Disciplines*, Orlando, FL.

Deng, L. (2023). Trust and Distrust in Artificial Intelligence (AI) Agents: A Construal-Level Perspective. *The 34th Annual Conference of International Academy of Business Disciplines*, New Orleans, LA.

Deng, L. (2022). IT Affordances, User Experiences and Purchase Intention in Social Commerce. *The 33rd Annual Conference of International Academy of Business Disciplines*, Online.

Deng, L. (2021). Gamified Information Systems: Gameful Experiences, Achievement Goals, and Performance. *The 32nd Annual Conference of International Academy of Business Disciplines*, Online.

Deng, L. (2021). Technology Paradoxes, Regulatory Focus and Trust. *The 32nd Annual Conference of International Academy of Business Disciplines*, Online.

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 16th International Conference*, Las Vegas, NV.

Deng, L. (2012). Discrete Emotions and Trust in Self-Service Technology. *The 15th Annual Conference of Southern Association for Information Systems (SAIS),* Atlanta, GA.

Deng, L. (2012). E-Commerce Web Page Aesthetics and Preference. *The 24th International Academy of Business Disciplines Conference*, Los Angeles, CA.

Deng, L. (2012). Teleconsultation and Medical Encounter Communication. *The 24th International Academy of Business Disciplines Conference*, Los Angeles, CA.

Deng, L., Turner, D. (2011). An Investigation of Usage Patterns of Digital Consumer Technologies. *The 23rd International Academy of Business Disciplines Conference*, New Orleans, LA.

Deng, L. (2010). Developing Effective Electronic Networks of Practice: Toward a Conceptual Framework. *The 22nd International Academy of Business Disciplines Conference*, Las Vegas, Nevada.

Deng, L. (2010). Understanding User Motivations and Usage Patterns for Mobile Messaging Technologies (MMT). *The 40th 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 21st 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 39th Annual Meeting of Southeast Decision Sciences Institute,* Charleston, South Carolina.

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

Deng, L., & Turner, D. (2008). Utilizing Emerging Trends in Operations Management for New Curriculum Development. *The 38th 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 38th 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 38th 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 10th 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 37th Hawaii International Conference on Systems Science*, Kona, Hawaii.

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

Reviewer Service:

Journal of Global Information Management (2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025)

International Journal of Web-Based Learning and Teaching Technologies (IJWLTT) (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025)

AIS Transactions on Human-Computer Interaction (2024)

BMC Psychology (2024)

Scientific Reports (2024)

Behaviour & Information Technology (2011, 2012, 2013, 2015, 2016, 2018, 2023)

Information Technology and Management (2012, 2017, 2018, 2022)

MIS Quarterly (2010, 2011, 2012, 2018, 2019, 2020, 2021)

The International Journal of Technological Innovation and Social Dynamics (2020)

The International Journal of Human-Computer Interaction (2020)

AIS Transactions on Replication Research (2020)

International Journal of End-User Computing and Development (2019, 2020)

Transactions on Management Information Systems (2018)

Journal of International & Interdisciplinary Business Research (2016)

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)

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

The 41st Annual Meeting of SEDSI (2011)

2011 Academy of Management Annual Meeting (2011)

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)