

Qi Deng

Rowe School of Business, Dalhousie University
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EDUCATION

- 2019 Ph.D. in Management (Information Systems)
Sprott School of Business, Carleton University, Ottawa, Ontario, Canada
- 2013 Master of Management
School of Business, Central University of Finance and Economics, Beijing, China
- 2011 Bachelor of Management
College of Economics and Management, China Agricultural University, Beijing, China
- Bachelor of Arts (Double Degree)
College of Humanities and Development Studies, China Agricultural University, Beijing, China

EMPLOYMENT

- Jul. 2019 - Assistant Professor (Information Systems)
present Rowe School of Business, Dalhousie University, Halifax, Nova Scotia, Canada

RESEARCH INTERESTS

Business Analytics, Social Media Analytics, Computer-Mediated Communication, Digital Marketing, Brand Linguistics, Machine Learning, Design Science, Green IT

PUBLICATIONS

Articles in Refereed Journals

1. **Deng, Q.**, Hine, M. J., Ji, S., & Sur, S. (2019). Inside the black box of dictionary building for text analytics: A design science approach. *Journal of International Technology and Information Management*, 27(3), 119-159.
2. Wang, Y., **Deng, Q.**, & Ji, S. (2019). Understanding café culture: Toward a dynamic and holistic research framework. *Journal of Global Marketing*, 32(1), 37-48.
3. **Deng, Q.** & Ji, S. (2018). A review of design science research in Information Systems: Concept, process, outcome, and evaluation. *Pacific Asia Journal of the Association for Information Systems*, 10(1), 1-36.

4. Wang, Y., Rod, M., Ji, S., & **Deng, Q.** (2017). Social media capability in B2B marketing: toward a definition and a research model. *Journal of Business and Industrial Marketing*, 32(8), 1125-1135.
5. **Deng, Q.**, Ji, S., & Wang, Y. (2017). Green IT practice disclosure: An examination of corporate sustainability reporting in the IT sector. *Journal of Information, Communication and Ethics in Society*, 15(2), 145-164.
6. **Deng, Q.**, & Ji, S. (2015). Organizational Green IT adoption: Concept and evidence. *Sustainability*, 7(12), 16737-16755.
7. **Deng, Q.**, & Ji, S. (2014). The role of gender in individual and group decision making: A research model. *Open Journal of Social Sciences*, 2, 30-33.

Articles in Refereed Conference Proceedings

1. **Deng, Q.**, Hine, M., Ji, S., & Wang, Y. (2020). Consumer Engagement with Brand Posts on Social Media: Current State and Research Agenda. *Proceedings of the 53th Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, U.S.
2. **Deng, Q.**, Hine, M., Ji, S., & Wang, Y. (2020). Investigating the Impacts of Brand Social Media Posts' Linguistic Styles on Consumer Engagement. *Proceedings of the 53th Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, U.S.
3. Wang, Y., Rod, M., Ji, S., & **Deng, Q.** (2019). Applying Bourdieu's practice theory to social commerce: toward a dynamic process-oriented research framework. *Proceedings of the 11th International Conference on Information Resources Management (Conf-IRM)*, Auckland, New Zealand.
4. Wang, Y., **Deng, Q.**, Rod, M., & Ji, S. (2018). Social media analytics in Marketing: A systematic and thematic literature review. *Proceedings of the 2018 Administrative Sciences Association of Canada (ASAC) Annual Conference*, Toronto, Canada.
5. Wang, Y., Rod, M., Ji, S., & **Deng, Q.** (2018). Neuroscience in Marketing: A literature review. *Proceedings of the 2018 Administrative Sciences Association of Canada (ASAC) Annual Conference*, Toronto, Canada.
6. **Deng, Q.**, Ji, S., & Wang, Y. (2017). Green IT Practices across Industries: A Text-Mining based Analysis. *Proceedings of the 23rd Americas Conference on Information Systems (AMCIS)*, Boston, U.S.
7. **Deng, Q.**, Ji, S., & Wang, Y. (2017). Design science research in Information Systems: A systematic literature review 2001-2015. *Proceedings of the 10th International Conference on Information Resources Management (Conf-IRM)*, Santiago, Chile.
8. Wang, Y., **Deng, Q.**, & Ji, S. (2017). Applying third place theory in mobile social media research: the physical-virtual integration. *Proceedings of the 10th International Conference on Information Resources Management (Conf-IRM)*, Santiago, Chile.
9. **Deng, Q.**, Hine, M. J., Ji, S., & Sur, S. (2017). Building an environmental sustainability dictionary for the IT industry. *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS)*, Honolulu, Hawaii, U.S.

10. **Deng, Q.**, Ji, S., & Wang, Y. (2015). Green IT practice disclosure: An examination of corporate sustainability report in IT sector. *Proceedings of the 36th International Conference on Information Systems (ICIS)*, Ft. Worth, Texas, U.S.
11. **Deng, Q.**, & Ji, S. (2015). Organizational Green IT adoption: Concept and evidence. *Proceedings of the 21st Americas Conference on Information Systems (AMCIS)*, Puerto Rico, U.S.
12. **Deng, Q.**, Wang, Y., & Ji, S. (2015). Why organizations adopt Green IT: A comprehensive review. *Proceedings of the 8th International Conference on Information Resources Management (Conf-IRM)*, Ottawa, Ontario, Canada.
13. Wang, Y., **Deng, Q.**, & Ji, S. (2015). A review of social media use in enterprises. *Proceedings of the 8th International Conference on Information Resources Management (Conf-IRM)*, Ottawa, Ontario, Canada.
14. **Deng, Q.**, & Ji, S. (2014). The role of gender in individual and group decision making: A research model. *Proceedings of the 5th International Conference on Engineering and Business Management (EBM)*, Suzhou, China.

Articles under Review

1. Wang, Y., **Deng, Q.**, Rod, M., & Ji, S. (2019). A Thematic Exploration of Social Media Analytics in Marketing and an Agenda for Future Inquiry. *Journal of Strategic Marketing*.
2. Wang, Y., Rod, M., Ji, S., & **Deng, Q.** (2019). Exploiting Business Networks in the Age of Social Media: The Use and Integration of Social Media Analytics in B2B marketing. *Journal of Business and Industrial Marketing*. (2nd round revision & resubmission)

Research in Progress

1. **Deng, Q.**, Hine, M., Ji, S., & Wang, Y. Consumer Engagement with Social Media Brand Posts: An Integrative Model and Agendas for Future Research.
2. **Deng, Q.**, & Ji, S. From Firm Engagement to Consumer Engagement: The Confounding Influence of Brand Language Style and Consumer Valence.
3. **Deng, Q.**, & Ji, S. Emojify the Brand Social Media Posts to Enhance Consumer Engagement.
4. McShane, L., & **Deng, Q.** When Emoji Backfires: The Effects of Emoji as Word Substitute or Reinforcement in Brand Social Media Communications.
5. **Deng, Q.**, Hine, M., & Ji, S. Unveiling Characteristics of Consumer Engagement with Brand Social Media Posts using Social Network Analysis.

SKILLS

- Programming Languages (Python, R)
- Data Analysis (SPSS, SAS, Mplus, MS Excel, NVivo, QDA Miner, WordStat, Gephi, NodeXL)
- Data Visualization (Tableau, SAP Cloud Analytics, MS Excel)

ACADEMIC SERVICE

Editorial Responsibility: Occasional Reviewer

- Information & Management
- Journal of Systems and Information Technology
- International Journal of Hospitality Management
- Americas Conference on Information Systems (AMCIS 2018 & 2019)
- Hawaii International Conference on System Sciences (HICSS 2017, 2018, 2019 & 2020)
- The International Conference on Information Resources Management (Conf-IRM 2015, 2016, 2018 & 2019)
- The Biennial Conference on Historical Analysis and Research in Marketing (CHARM 2015)

Coordinator of 19th Biennial Conference on Historical Analysis & Research in Marketing (CHARM 2019, Ottawa, Canada)

RESEARCH ASSISTANT

Winter 2019 A “Slap in the Face”: The “Taking-It-Personally” Bias in Consumer-Firm Interaction
(Granted by SSHRC)

Supervisor: Dr. Lindsay McShane, Sprott School of Business, Carleton University

Winter 2017 Private Participation in Infrastructure Investment: An Analysis of Project Consortium
Supervisor: Dr. Frank Guoliang Jiang, Sprott School of Business, Carleton University

Fall 2016 Corporate Sustainability Disclosure: An Investigation using Text Mining
Supervisor: Dr. Sujit Sur, Sprott School of Business, Carleton University

Fall 2015 Green IT Adoption by Organizations: towards an Integrative Model
Supervisor: Dr. Shaobo Ji, Sprott School of Business, Carleton University

TEACHING EXPERIENCE

Fall 2018 Lecturer
Sprott School of Business, Carleton University

Course:

- IS Strategy, Management and Acquisition (a 4th year Bachelor of Commerce IS concentration capstone course)
(Overall teaching evaluation ranking: 4.67 out of 5)

2014 - 2019 Teaching Assistant
Sprott School of Business, Carleton University

Course:

- Managing Information Systems in Organizations (MBA)
- Social Analytics (a 4th year Bachelor of Commerce IS concentration course)
- IS Strategy, Management and Acquisition

SCHOLARSHIPS AND AWARDS

2018 Zuhair A. Hassan Graduate Scholarship
2016-2018 Uma and Vinod Kumar Merit Award
2016-2018 Kathy and Steve Loo Scholarship
2016 & 2018 Mr. and Mrs. F.C. Mital Scholarship
2017 David and Rachel Epstein Scholarship
2016/2017 Ontario Graduate Scholarship (OGS) (CAD\$15,000, *1 out of 4 awards for international students university-wide*)
2014-2017 Carleton University Graduate Scholarship
2014-2017 Sprott Graduate Award in Business