

## Xuefei (Nancy) DENG

Ph.D. in Information Systems

Email: ndeng@csudh.edu; Phone (Mobile): 571-216-5480

LinkedIn Profile: <https://www.linkedin.com/in/ndeng>

---

### EDUCATION

- Ph.D., Information Systems, Carnegie Mellon University, Pittsburgh, PA, 2006
- M.S., Information Systems, Carnegie Mellon University, Pittsburgh, PA, 2000
- MBA, International Business, American University, Washington, DC, 1996
- M.A., American Literature, Sun Yat-Sen University, Guangzhou, China, 1991
- B.A., English, Sun Yat-Sen University, Guangzhou, China, 1989

### RESEARCH AND TEACHING AREAS

Research	Teaching
<ul style="list-style-type: none"><li>• <b>Crowdsourcing</b></li><li>• <b>Digital and Social Media</b></li><li>• <b>Human Value and IS Design</b></li><li>• IS Implementation and Support</li><li>• IT Workforce</li><li>• Electronic Commerce</li></ul>	<ul style="list-style-type: none"><li>• <b>Business Analytics</b></li><li>• <b>Business Statistics</b></li><li>• <b>Data Mining and Business Intelligence</b></li><li>• Database Design and Management</li><li>• Management Information Systems</li><li>• System Analysis and Design</li></ul>

### ACADEMIC PROFESSIONAL EXPERIENCE

- **Associate Professor**, Information Systems, College of Business and Public Policy, California State University, Dominguez Hills, Carson, California, 8/2014 - Present
- **Assistant Professor**, Information Technology Management, Shidler College of Business, University of Hawaii at Manoa, Honolulu, Hawaii, 8/2006 – 7/2014

### RESEARCH PUBLICATIONS

#### Refereed Journal Publications

1. **Deng, X.**, Joshi, K. D., and R. D. Galliers, “The Duality of Empowerment and Marginalization in Microtask Crowdsourcing: Giving Voice to the Less Powerful through Value Sensitive Design.” *MIS Quarterly* (forthcoming 2016). Preprints available: <http://www.misq.org/forthcoming/>
2. **Deng, X.**, and Joshi, K. D. “Why Individuals Participate in Microtask Crowdsourcing: Revealing Crowd Workers’ Perceptions.” *Journal of the Association for Information Systems* (forthcoming 2016).
3. Gao, B., Chan, W. K., Chi, L., and **Deng, X.** “On the Size Distribution and Growth Dynamics of Online Stores: A Case of China's Taobao.com.” *Electronic Commerce Research and Applications* (forthcoming 2016).
4. **Deng, X.**, and Chi, L. “Knowledge Boundary Spanning and Productivity in Information Systems Support Community.” *Decision Support Systems*, 80 (2015), 14-26.
5. **Deng, X.**, T. Wang, and R. D. Galliers. “More than Providing ‘Solutions’: Towards an Understanding of Customer-Oriented Citizenship Behaviors of IS Professionals.” *Information Systems Journal*, 25, 5 (2015): 489-530.

6. Zhao, D., Zuo, M., and X. **Deng**. “Examining the Factors Influencing Cross-Project Knowledge Transfer: An Empirical Study of IT Services Firms in China.” *International Journal of Project Management*, 33, 2 (2015): 325-340.
7. **Deng**, X. and Wang, T. “Understanding Post-Implementation Support for Enterprise Systems: An Empirical Study of IT Personnel’s Customer-Oriented Citizenship Behaviors.” *Journal of Information Systems*, 28, 2 (2014): 17-39.
8. **Deng**, X. and J. Zhang. “Differentiating the Effects of Internet Usage and Wireless Usage on Business-to-Business and Business-to-Consumer E-Commerce.” *Journal of Internet Commerce*, 13, 2 (2014): 138-157.
9. **Deng**, X. and Davidson, E. “Knowledge Boundaries and Spanning Practices in Configuring Packaged Systems.” *Journal of Information Technology Case and Application Research (JITCAR)*, 15, 1 (2013): 37-66.
10. **Deng**, X. and Chi, L. “Understanding Post-Adoptive Behaviors in IS Use: A Longitudinal Analysis of System Use Problems in the Business Intelligence Context.” *Journal of Management Information Systems (JMIS)*, 29, 3 (2012): 305-340.

### **Papers under Review**

- 1-**Deng**, X., Galliers, R. D., and Joshi, K. D. “Crowdworking – A New Digital Divide? IS Design and Research Implications.”
- 2-**Deng**, X., Li, Y., and Joshi, K. D. “Enterprise System Use Problems: Uncovering Evolving User Needs Using a Data Science Approach.”
- 3- **Deng**, X., and Zhao, X. “Understanding Values to Customers: An Exploratory Study of Online Consumer Reviews of Xiaomi Smartphone.”
- 4-Cheung, C., **Deng**, X, and Silva, T. “Why Mobile App Users Switch? Perspectives of Push-Pull-Mooring Framework and Innovation Diffusion Stages.”
- 5-Gao, B., Chan, W. K., and **Deng**, X. “Generative Agent-based Model and Empirical Validation of the Size Evolution of Hospitals”

### **Manuscripts under Preparation & Work-in-Progress**

- 1-**Deng**, X., Joshi, K. D., and Galliers, R. D. “Improving the Crowdsourcing Work Environment: A Design Perspective” (*Data collection completed; Data analysis*)
- 2-**Deng**, X., Christodoulidou, N., and Rothenberger, M. “Personal Empowerment and User Values of Wearable Computing: The Means-End Approach.” (*Data collection completed; Data analysis*)
- 3-**Deng**, X. and Li, Y. “Understanding Business Analytics Professionals’ Competence: A Data Science Approach.”
- 4-**Deng**, X. “Towards a Theory of IS Support-Related Activity”
- 5-**Deng**, X., Chandler, J., and Rhee, M. “Model of Knowledge Network and Experience Learning: Explaining IS Professionals’ Productivity in System Support”

## **Refereed Conference Publications and Presentations**

1. Deng, X., and Christodoulidou, N. (2015) "Understanding User Values of Wearable Computing," *Proceedings of 2015 International Conferences on Information Systems (ICIS)*. December 2015, Fort Worth, Texas, USA.
2. Deng, X, and Joshi, K. D. (2013) "Is Crowdsourcing a Source of Worker Empowerment or Exploitation? Understanding Crowd Workers' Perceptions of Crowdsourcing Career," *Proceedings of 2013 International Conferences on Information Systems (ICIS)*. December 2013, Milan, Italy.
3. Deng, X, and Liu, Y. (2013) "Understanding Knowledge Transfer Dynamics in Information System Support: An Exploratory Study of Procurement System Support," *Proceedings of the 46th Hawaii International Conference on Systems Science (HICSS -46)*, January 2013, Maui, Hawaii, USA.
4. Deng, X. and Wang, T. (2013) "Understanding Customer-Oriented Organizational Citizenship Behavior in Information System Support: An Exploratory Study," *Proceedings of the 46th Hawaii International Conference on Systems Science (HICSS -46)*, January 2013, Maui, Hawaii, USA.
5. Deng, X., and Wang, D. (2012) "Understanding Enterprise System Support Work: Interactions among Problem, Task and Knowledge," *2012 AOM Annual Meeting* in Boston, USA.
6. Chi, L., and Deng, X. (2011) "Developer-User Knowledge Transfer in Information Systems Post-Implementation: The Effects of Bridging and Reaching in the Network," *Proceedings of 2011 International Conferences on Information Systems (ICIS)*, December 2011, Shanghai, China.
7. Zhao, D., Zuo, M., and Deng, X. (2011) "Examining the Influencing Factors of Cross-Project Knowledge Transfer: An Empirical Study of IT Service Firms," *Proceedings of 2011 International Conferences on Information Systems (ICIS)*, December 2011, Shanghai, China.
8. Deng, X. and Chandler, J. (2010) "Learning in Enterprise System Support: Specialization, Task Type and Network Characteristics," *Proceedings of 2010 International Conferences on Information Systems (ICIS)*, December 2010, Saint Louis, Missouri, USA.
9. Deng, X. (2010) "Acting as Translators between Developers and Users in ERP Implementation: An Exploratory Study of Analysts' Boundary Spanning Expertise," *Proceedings of the 5<sup>th</sup> International Research Workshop on IT Project Management (IRWITPM 2010)*, December 2010, Saint Louis, Missouri, USA.
10. Deng, X. (2009) "Learning to Use Enterprise Systems: System Use Problems and Knowledge Work of Support Desk Professionals," *Proceedings of the Pre-ICIS Enterprise System (ES) Workshop*, December 2009, Phoenix, Arizona, USA.
11. Deng, X. (2007) "Bridging Consultants and User Representatives in ERP Implementation: "An Exploratory Study of Knowledge Brokering by User Leaders," *Proceedings of the Pre-ICIS Enterprise System (ES) Workshop*, December 2007, Montreal, Canada.
12. Deng, X. (2005) "User Participation in ERP Implementation: From a Knowledge Transfer Perspective," *Proceedings of the Academy of Management Annual Meeting*, Honolulu, Hawaii, USA.
13. Deng, X. (2005) "Did Organizations Learn in the Provision of IT Services? Differentiating the Effect of Cumulative Experience and Learning," *Proceedings of the 11<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Omaha, NE, USA.

## **Invited Research Talks**

7/21/2015: College of Economics and Management, **Tsinghua University, Beijing, China**. “Why Individuals Participate in Crowdsourcing: Revealing Crowd Workers’ Perceptions” co-authored with K. D. Joshi.

7/20/2015: College of Business, **Renmin University, Beijing China**. “Why Individuals Participate in Crowdsourcing: Revealing Crowd Workers’ Perceptions” co-authored with K. D. Joshi

## **RESEARCH GRANTS**

- 2015-2016 **Research Scholarly and Creative Activity (RSCA) Grant** (\$9,968) by the Office of Graduate Studies and Research, California State University, Dominguez Hills; Research Project Title: “*Empowering or Exploring: The Dual Effects of Micro-task Crowdsourcing on the Underprivileged*”
- 2015-2016 **Interdisciplinary RSCA Grant** (\$14,636) with Dr. Natasa Christodoulidou by the Office of Graduate Studies and Research, California State University, Dominguez Hills; Research Project Title: “*Value Sensitive Design of Google Glass: An Empirical Investigation from Students’ Perspective*”
- 2007-2012, **Summer Research Grant**, Shidler College of Business, University of Hawaii.

## **HONORS**

- **Faculty Scholar Award**, California State University, Dominguez Hills. 2015-2016
- University of Hawaii Research Council Faculty Travel Fund, December 2009, 2010, 2013.
- Doctoral Consortium Fellow, Academy of Management Annual Meeting 2005, Honolulu, Hawaii, USA. 2005.
- William Larimer Mellon Fellowship, Carnegie Mellon University, 1998 – 2001.
- IBM T. J. Watson Research Center research internship, summer 2000.

## **TEACHING EXPERIENCE**

**Courses Taught at California State University, Dominguez Hills**, Carson, California, 8/2014 - Present

- *Business Analytics*
- *Business Statistics*
- *Data Mining and Business Intelligence*
- *Information Systems Theory and Practice*
- *Internet Literacy*

**Courses Taught at University of Hawaii at Manoa**, Honolulu, Hawaii, 8/2006 – 7/2014

- *Business Statistics*
- *Database Management*
- *Information Systems for Global Business Environment*

**Course taught** during summer 2012 when visiting School of Information, Renmin University of China, Beijing, China,

- “**Knowledge Management and Organizational Learning**” course: Taught graduate students and PhD students the fundamental theories of organizational learning and knowledge management, and guided them on their research design, data collection, analysis, and journal submission.

**Courses Taught at Tepper School of Business, Carnegie Mellon University**, Pittsburgh, Pennsylvania

- 2005: “*Management Information Systems*”
- 2000: “*Management Information Systems*”

## PROFESSIONAL ASSOCIATIONS

- Association for Information Systems (AIS)
- The Academy of Management (AOM)
- Decision Science Institute (DSI)

## SERVICES TO ACADEMIC AND BUSINESS COMMUNITIES

### Services in the Academic Community

- **Associate Editor**, *Information and Organization*
- **Associate Editor**, *Journal of Organizational Computing and Electronic Commerce*
- **Associate Editor**, OCIS division, Academy of Management (AOM) Annual Meeting
- **Editorial Review Board**, *Knowledge Management Research & Practice*
- **Faculty Mentor**, Doctoral Consortium, ACM SIGMIS Computer and People Research Conference
- **Co-Chair, Mini-track** "Social Media and Enterprise" under "Digital and Social Media" Track, HICSS
- **Co-Chair, Track** "Information System Design and Strategy," Decision Sciences Institute Annual Meeting, 2015
- **Ad-Hoc Reviewer** for premier IS journals, including
  - *Management Science*
  - *MIS Quarterly*
  - *Journal of Management Information Systems*
  - *Information System Journal*
  - *The Journal of Strategic Information Systems*

### Services at California State University, Dominguez Hills

2015-2016 – Department **Faculty Advisor** for Undergraduate Students

2014-2016 – **Member** of College's Strategic Planning Committee

2015-2016 – **Content Writer** for the Stanford Open Learning Initiative (OLI) Project

2015 – Completed the week-long **SAP Faculty Workshop on Analytics**

2015-2016 – Developing the **new MS program on Data Analytics**

2014-2015 – Developed new online IS courses "*Data Analysis for Organizational Effectiveness*"

2014-2015 – Developed new online IS courses "*Business Informatics*" for online MBA program.

### Services at University of Hawaii at Manoa

- **Faculty advisor** for Shidler College of Business' student organization of Information Technology Management Association (ITMA), 2007-2012.
  - Advised on ITMA club activities (club website: <http://www.itmahawaii.com/>)
  - Coordinated ITMA's discussion and dialogue with Association of Information Technology Professionals (AITP) on becoming a student chapter of AITP.
- Served as ITM department representative at Faculty Senior Executive Board in Fall 2011.
- Served on the three-member committee for IM Ph.D Comprehensive Exam, 2010 and 2012.
- Served on the dissertation committee for Alex Tan, doctoral candidate in International Management.

### Services to Communities in Honolulu, Hawaii

- Advised database projects for local specialty physicians' office, 2011.
- Advised Honolulu Symphony's database project, 2009.

## INDUSTRY PROFESSIONAL EXPERIENCE

08/01-08/04 **Association of American Medical Colleges, *Research Associate***, Washington, DC

- **IT Management:**
  - Participated in the HP Database conversion and Intranet application project;
  - Developed reporting tools using ColdFusion and SQL;
  - Created customized medical school financial reports using Crystal Reports
- **Member Services and Communication:**
  - Managed the annual collection and data reporting of medical schools' financial survey;
  - Provided benchmarking reports of medical school financing;
  - Maintained a professional relationship with Principal Business Officers at 124 medical schools in U.S., and 16 medical schools in Canada;
  - Organized workshops for medical schools' financial analysts at the Annual Meetings

08/98-08/01 **Carnegie Mellon University**, Research Assistant, Pittsburgh, PA

- **Research Design:** Established research methodology for investigating the impact of technological innovation on financial services industry; Designed questionnaires and administered a national 2500-firm survey; Interviewed 20 financial planning and brokerage firms for qualitative analysis of the industry trends.
- **Quantitative Analysis:** Applied multivariate analytic techniques; Analyzed empirical data by using statistical software SAS and SPSS; Wrote 500 customized research reports.

06/00-12/00 **IBM Corp., T. J. Watson Research Center**, Researcher, Yorktown Heights, NY

- **Research focus:** Conducted in-depth analysis of the early-mover effect in the Internet market. Evaluated online and traditional offline business models in 20 products, and recommended firm survival strategy.
- **Quantitative Analysis:** Used statistical software SAS to analyze the data of current Internet offering, entry pattern, market size, growth rate, and customer segments of the Internet market for financial industry.

12/96-08/98 **MCI Telecommunications Corp.**, System Analyst, Alexandria, VA

- **IT Strategy/System Analysis:** Assessed the current business and IT strategy of the department to uncover potential areas of synergy across the organization; Analyzed the current information system to determine the fit for corporate vision; Recommended process changes to better leverage IT spending and headcounts.
- **Client Relations:** Interacted with the user departments to gather requirements and develop strategies to implement a user-friendly internal auditing process. Created monthly reports on status tracking.
- **Training:** Trained new employees in the department and created company-wide technical training manuals.

04/93-08/94 **The Consulate of the United States of America**, Economic Analyst, Guangzhou, China

- **Economic Analysis:** Performed market research on China and Asian economic development trends; Reported on China taxation and banking reforming process.
- **Communication:** Facilitated the exchanges between the Consulate and the Chinese government agencies; Coordinated and interpreted at Sino-US diplomatic meetings.

01/92-04/93 **Ernst & Young Consulting Ltd.**, Project Consultant, Hong Kong office, China

- **Strategy:** Developed business plans for building China's first commodity futures market.
- **Project consulting:** Conducted feasibility study for the merger and acquisition of state-owned enterprises; Performed financial statements audits for profit-loss analysis and risk assessment.