

Zachary J. Sheffler

CONTACT INFORMATION	121 Presidents Drive Amherst, MA 01003	(858) 337-5950 zsheffler@isenberg.umass.edu
RESEARCH INTERESTS	Information systems and human behavior, decision making, video games and gamification, ethical components of information systems	
ACADEMIC APPOINTMENTS	Isenberg School of Management, UMass Amherst September 2018 - Present Assistant Professor, Operations and Information Management	
EDUCATION	Carlson School of Management, University of Minnesota , Minneapolis, MN Ph.D., Information and Decision Science, August 2018 • Dissertation: <i>Gamification as a Solution to Limitations of Monetary Incentive</i> • Advisor: Shawn P. Curley, Ph.D Thunderbird School of Global Management , Glendale, AZ M.B.A., Finance, April 2012 University of California, San Diego , La Jolla, CA B.A., History, March 2008	
RESEARCH EXPERIENCE	Research Assistant Information and Decision Sciences, University of Minnesota Supervisors: Shawn P. Curley, Ph.D., De Liu, Ph.D., and Gediminas Adomavicius, Ph.D. Research Statistician Applied Cognitive Research Lab, Target Training International, Ltd. Supervisor: Ron Bonnstetter, Ph.D.	September 2013 – June 2018 July 2011 – August 2013
PUBLISHED PAPERS	1. Sheffler, Z. , Liu, D., Curley, S. (2020) “Ingredients for successful badges: evidence from a field experiment in bike commuting”, <i>European Journal of Information Systems</i> , 29:6, 688-703, DOI: 10.1080/0960085X.2020.1808539	
PAPERS UNDER REVIEW	1. Babar, Y., Curley, S. Ke, Z. Liu, D., Sheffler, Z. “Incentives in a Real-World Decision Aid for Promoting Physical Activity”, under third round review at an IS-8 journal	
WORKING PAPERS	1. Sheffler, Z. , Liu, D., Curley, S. “Do We Need Different Levels of Badges for Users with Different Participation Levels? A Field Experiment from a Bicycle Commuting Program”, in preparation for submission to <i>Information Systems Research</i> 2. Sheffler, Z. , Curley, S., Liu, D. “Badge Awards and Overjustification” (<i>dissertation component</i>), in preparation for submission to <i>Management Information Systems Quarterly</i> 3. Nguyen, L. T., Hess, T. J., Liu, Y., Sheffler, Z. “Credible and Biased” 4. Wigdor, A. D., Hess, T.J., Sheffler, Z. “Online Communities” 5. Sheffler, Z. “Quarantine and Game Populations”	

CONFERENCE
PRESENTATIONS

1. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA
2. Nguyen, L. T., Hess, T. J., Liu, Y., **Sheffler, Z.** (December 2020) *Credible and Biased: An Experimental Study of Online Reviews* International Conference on Information Systems, Hyderabad, India
3. **Sheffler, Z.**, Liu, D., Curley, S. (December 2019) *Do We Need Different Levels of Badges for Users with Different Participation Levels? A Field Experiment from a Bicycle Commuting Program* International Conference on Information Systems, Munich, Germany
4. Nguyen, L. T., Hess, T. J., Liu, Y., **Sheffler, Z.** (August 2019) *Trust in Online Reviews: Integrating the Elaboration Likelihood Model and IS Trust* Americas Conference on Information Systems, Cancun, Mexico
5. Babar, Y., S. Curley, Z. Ke, D. Liu, **Z. Sheffler** (June 2018) *Using IT to Nudge Wellness Behaviors: The Effects of IT-Enabled Social Support and Motivational Messaging* Statistical Conference in E-Commerce Research, Rotterdam, Netherlands
6. **Sheffler, Z.**, Liu, D., Curley, S. (November 2017) *Riding for Likes: Effects of Badge Features in a Wellness Field Experiment* Conference on Health IT and Analytics, Washington, D.C.
7. Babar, Y., Curley, S., Ke, Z. Liu, D., **Sheffler, Z.** (December 2016) *Incentives in a Real-World Decision Aid for Promoting Physical Activity* Workshop on Health IT and Economics, Washington, D.C.
8. **Sheffler, Z.**, Subramani, M. (August 2016) *Brother, Can You Spare a Pizza?: Tangible Help and Online Community Participation* American Conference on Information Systems, San Diego, CA
9. Velasco, M., **Sheffler, Z.**, Curley, S., Zamoond, S. (August 2016) *Antecedents, Attitudes, and Behaviors for the Unauthorized Copying of Digital Goods* Society for Business Ethics, Anaheim, CA
10. Adomavicius, G., Gupta, A., **Sheffler, Z.**, Yang, M. (December, 2015). *Computational Strategies for Inventory Liquidation* Workshop on Information Technology and Systems, Dallas, TX.

AWARDS

- American Conference on Information Systems Doctoral Consortium 2016
- Carlson School Ph.D. Student Teaching Award 2015-16
- Carlson School of Management Ph.D. Student Fellowship 2013-18
- Thunderbird School of Global Management Tower Scholarship 2010
- UC San Diego Warren College Provost's Honors 2006

GRANTS

- SOBACO Micro Grant (*Badge Awards and Overjustification*) 2015
- Carlson School Dean's Small Grant (*Badge Design and Bicycle Ridership*) 2016

TEACHING
EXPERIENCE

University of Massachusetts Assistant Professor
OIM 350: Intro to Business Intelligence and Analytics
SCH-MGMT 602: Intro to Business Intelligence and Analytics (MBA)

University of Minnesota Graduate Instructor
IDSc 3001: Information Systems for Business Processes and Management (Spring, Summer 2016)

Teaching Assistant Fall 2013 – Spring 2018

Selected Courses (Faculty)

IDSc 6481: Managerial Decision Making (Shawn Curley)

IDSc 6444: Business Intelligence (De Liu)

IDSc 6040: Information Technology Management (Mami Subramani)

MSBA 6250: Analytics for Competitive Advantage (Ravi Bapna)

DOCTORAL

STUDENTS

As Chair or Co-Chair

Ariel D. Wigdor (expected 2022); co-chair with Traci J. Hess, Ph.D.

UNIVERSITY
SERVICE

- Speaker, Council of Graduate Students January‘ 2017 – June 2018
- University of Minnesota Graduate Senator, Carlson School July 2016 – June 2017
- Carlson School Ph.D. Student Advisory Committee July 2014 – June 2017
- Director of Finance, Council of Graduate Students April 2015 – January 2017
- Outside Director, University Student Legal Service October 2015 – June 2017
- Organizer, Annual Carlson MARS Conference July 2015 – July 2018

RELEVANT SKILLS Computer Programming:

- Python, R, Stata, PHP, MySQL, SPSS, ggplot2, L^AT_EX, C++

Econometrics:

- Panel Data Models, Program Evaluation, Matching Methods, Hierachial Linear Models

Actuarial Methods:

- Survival and Hazard Models, Forensic Audit, Stochastic Testing of Assumptions