

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 Assistant Professor, Operations and Information Management	September 2018 - Present
EDUCATION	Carlson School of Management, University of Minnesota , Minneapolis, MN Ph.D., Information and Decision Science, August 2018 <ul style="list-style-type: none">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 Adomivicius, 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., Zamoan, 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 (Mani 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, Hierarchical Linear Models

Actuarial Methods:

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