

## Zachary J. Sheffler

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CONTACT INFORMATION	121 Presidents Drive Amherst, MA 01003	(413) 545-5504 zsheffler@isenberg.umass.edu
RESEARCH INTERESTS	Information systems and human behavior, decision making, video games and gamification, ethical components of information systems	
ACADEMIC APPOINTMENTS	<b>Isenberg School of Management, UMass Amherst</b>	September 2018 - Present
	Assistant Professor, Operations and Information Management	
	• Faculty Associate, Computational Social Science Institute	
EDUCATION	<b>Carlson School of Management, University of Minnesota</b> , 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	
	<b>Thunderbird School of Global Management</b> , Glendale, AZ	
	M.B.A., Finance, April 2012	
	<b>University of California, San Diego</b> , La Jolla, CA	
	B.A., History, March 2008	
RESEARCH EXPERIENCE	<b>Research Assistant</b>	September 2013 – June 2018
	Information and Decision Sciences, University of Minnesota	
	Supervisors: Shawn P. Curley, Ph.D., De Liu, Ph.D., and Gediminas Adomivicius, Ph.D.	
	<b>Research Statistician</b>	July 2011 – August 2013
	Applied Cognitive Research Lab, Target Training International, Ltd.	
	Supervisor: Ron Bonnstetter, Ph.D.	
PUBLISHED PAPERS	<ol style="list-style-type: none"><li>1. <b>Sheffler, Z.</b>, 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</li><li>2. Babar, Y., Curley, S. Ke, Z. Liu, D., <b>Sheffler, Z.</b> (2023) The Effects of Digitally Delivered Nudges in a Corporate Wellness Program. <i>Journal of the Association for Information Systems</i>, 24(1), 136-160. DOI: 10.17705/1jais.00783 (alphabetical authorship)</li></ol>	
PAPERS UNDER REVIEW	<ol style="list-style-type: none"><li>1. Nguyen, L. T., Hess, T.J. <b>Sheffler, Z.</b>, Liu, Y. “‘This is Unbelievably Helpful’: The Effect of Reviewer Badges on Trust and Helpfulness with Online Reviews”, under review</li></ol>	

## 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”, data collected, preparing draft for submission to *Information Systems Research*
2. **Sheffler, Z.**, Curley, S., Liu, D. “Badge Awards and Overjustification” (*dissertation component*, target: *Management Information Systems Quarterly*). Overhauling experimental artifact.
3. **Sheffler, Z.**, Borowsky, J. “Quarantine and Game Populations” (target: *Management Science* or similar). Data collected; analyzing data.
4. Nguyen, L. T., **Sheffler, Z.** “Review Profiles and Rating Behaviors” (target: *Journal of Management Information Systems* or similar). Pilot studies run; refining instrument.
5. **Sheffler, Z.**, Oza, S. “Emotions and Latency” (target: *Information and Management* or similar). Pilot studies run; preparing full collection.

CONFERENCE  
PRESENTATIONS

1. Arora, P., Astvansh, V., **Sheffler, Z.** (October 2022) *Does more representation for women in the top management team make a firm greener? The role of operational leanness and female representation on board* INFORMS 2022 Annual Meeting, Indianapolis, IN
2. Nguyen, L.T., **Sheffler, Z.** (August 2022) *Why Did You Buy It? A Text Mining Approach to Understanding Purchasing Goals and Review Behaviors* Americas Conference on Information Systems, Minneapolis, MN
3. Bhatia, M., Zou, Y., **Sheffler, Z.** (August 2022) *An Examination of Digital Nudging Scarcity Effect in E-Commerce* Americas Conference on Information Systems, Minneapolis, MN
4. Nguyen, L.T., **Sheffler, Z.** (December 2021) *Would You Recommend This Product? A Topic Modeling Approach to Understanding Review Behaviors* SIGHCI, Austin, TX
5. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA
6. 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
7. **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
8. 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
9. 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
10. **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.

11. 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.
12. **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
13. Velasco, M., **Sheffler, Z.**, Curley, S., Zmoon, S. (August 2016) *Antecedents, Attitudes, and Behaviors for the Unauthorized Copying of Digital Goods* Society for Business Ethics, Anaheim, CA
14. Adomavicius, G., Gupta, A., **Sheffler, Z.**, Yang, M. (December, 2015). *Computational Strategies for Inventory Liquidation* Workshop on Information Technology and Systems, Dallas, TX.

AWARDS	<ul style="list-style-type: none"> <li>• Isenberg Teaching Excellence Award 2023</li> <li>• Summer Research Award 2023</li> <li>• Americas Conference on Information Systems Doctoral Consortium 2016</li> <li>• Carlson School Ph.D. Student Teaching Award 2015-16</li> <li>• Carlson School of Management Ph.D. Student Fellowship 2013-18</li> <li>• Thunderbird School of Global Management Tower Scholarship 2010</li> <li>• UC San Diego Warren College Provost's Honors 2006</li> </ul>
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GRANTS	<ul style="list-style-type: none"> <li>• SOBACO Micro Grant (<i>Badge Awards and Overjustification</i>) 2015</li> <li>• Carlson School Dean's Small Grant (<i>Badge Design and Bicycle Ridership</i>) 2016</li> </ul>
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TEACHING EXPERIENCE	<p><b>University of Massachusetts</b> Assistant Professor</p> <p><b>OIM 350:</b> Intro to Business Intelligence and Analytics</p> <p><b>OIM 390ST:</b> Business Data Visualization (also developed course)</p> <p><b>SCH-MGMT 602:</b> Intro to Business Intelligence and Analytics (MBA)</p> <p><b>University of Minnesota</b> Graduate Instructor</p> <p><b>IDSc 3001:</b> Information Systems for Business Processes and Management (Spring, Summer 2016)</p> <p><b>Teaching Assistant</b> Fall 2013 – Spring 2018</p> <p>Selected Courses (Faculty)</p> <p><b>IDSc 6481:</b> Managerial Decision Making (Shawn Curley)</p> <p><b>IDSc 6444:</b> Business Intelligence (De Liu)</p> <p><b>IDSc 6040:</b> Information Technology Management (Mani Subramani)</p> <p><b>MSBA 6250:</b> Analytics for Competitive Advantage (Ravi Bapna)</p>
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DOCTORAL STUDENTS	<p><b>As Chair or Co-Chair</b></p> <p>Ariel D. Wigdor (2023); co-chair with Traci J. Hess, Ph.D.</p> <p>Placement: Assistant Professor, Northern Texas University</p> <p>Suchi Oza (expected 2025)</p>
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PROFESSIONAL SERVICE	<ul style="list-style-type: none"> <li>• Associate Editor, International Conference on Information Systems 2022</li> <li>• Associate Editor, European Conference on Information Systems 2023</li> </ul>
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DEPARTMENT SERVICE	<p><b>Operations and Information Management</b></p> <ul style="list-style-type: none"> <li>• Tenure-Track Search Committee Member 2018, 2022, 2023</li> <li>• Enrollment Committee Member 2021, 2022</li> <li>• Speaker Series and Brownbag Coordinator (jointly with P. Arora) 2021 - 2022</li> </ul>
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- Speaker Series and Brownbag Coordinator 2022 - Present

UNIVERSITY  
SERVICE

At the University of Massachusetts:

- Research Library Council of the Faculty Senate September 2023 – August 2026

At the University of Minnesota:

- 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, SQL (SQL Server, MySQL, SQLite), C++, L<sup>A</sup>T<sub>E</sub>X

Language:

- English (native)
- German (advanced; ACTFL assessed 2012)