

Zachary J. Sheffler

CONTACT INFORMATION	121 Presidents Drive Amherst, MA 01003	(413) 545-5504 zsheffler@isenberg.umass.edu
RESEARCH INTERESTS	Information systems, human behavior and decision making: video games and gamification, user-generated content, online communities and social influence	
ACADEMIC APPOINTMENTS	Isenberg School of Management, UMass Amherst September 2018 - Present Assistant Professor, Operations and Information Management <ul style="list-style-type: none">• Faculty Associate, Computational Social Science Institute	
EDUCATION	Carlson School of Management, University of Minnesota , Minneapolis, MN Ph.D., Information and Decision Science (#135), 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	<ol style="list-style-type: none">1. Nguyen, L. T., Hess, T.J. Sheffler, Z., Liu, Y. (2024) Mixed Messages: An Examination of Reviewer Badges and Consumer Trust with Online Review Platforms. <i>AIS Transactions on Human-Computer Interaction</i>2. Babar, Y., Curley, S. Ke, Z. Liu, D., Sheffler, Z. (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 (<i>alphabetical authorship</i>)3. 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. Wigdor, A. D., **Sheffler, Z.**, Hess, T. J., “Commitment and Engagement in Online Communities” (revising for third round at top-4 IS journal)
2. Nguyen, L. T., **Sheffler, Z.**. “Tell Me What I Want to Hear: The Effects of Matching Review Themes on Consumers’ Decision Making” (revising for second round at an IS basket journal)
3. **Sheffler, Z.**, Oza, S., Wigdor, A. “Emotions and Latency”, at a SIG-recommended journal.

WORKING PAPERS

1. **Sheffler, Z.**, Borowsky, J. “Quarantine and Game Populations” (target: *Management Science* or similar). Modeling; expect submission to *Management Science* ca. September 2025
2. **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” rewriting after review; submission to *Journal of Strategic Information Systems* ca. September 2025
3. **Sheffler, Z.**, Curley, S., Liu, D. “Badge Awards and Overjustification” (*dissertation component*, target: *Management Information Systems Quarterly*). Overhauling experimental artifact.

CONFERENCE
PRESENTATIONS

1. **Sheffler, Z.**, Oza, S., Wigdor, A. *Does Half a Second Matter? The Effect of Game Latency on Player Emotion* (August 2025). Americas Conference on Information Systems, Montreal, QC Canada
2. Bhatia, M. S., **Sheffler, Z.** *Avatars as Virtual World Self: Identity Construction in Social Virtual Worlds* (August 2025). Americas Conference on Information Systems, Montreal, QC Canada
3. **Sheffler, Z.** and Borowsky, J. *Categorizing Products with User-Generated Content: Evidence from Pandemic-Era Steam* (October 2024). Conference of the New England Association for Information Systems, Worcester, MA.
4. Oza, S. and **Sheffler, Z.**, *Catching the Whales and Dolphins of Video Gaming* (August 2024). Americas Conference on Information Systems, Salt Lake City, UT.
5. 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
6. 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
7. 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
8. Nguyen, L.T., **Sheffler, Z.** (December 2021) *Would You Recommend This Product? A Topic Modeling Approach to Understanding Review Behaviors* SIG HCI (pre-ICIS conference), Austin, TX
9. **Sheffler, Z.** (October 2021) *The Effect of Quarantine on Multiplayer Game Populations* INFORMS 2021 Annual Meeting, Anaheim, CA

10. 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
11. **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, BY, Germany
12. 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
13. 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
14. **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.
15. 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.
16. **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
17. Velasco, M., **Sheffler, Z.**, Curley, S., Zamoon, S. (August 2016) *Antecedents, Attitudes, and Behaviors for the Unauthorized Copying of Digital Goods* Society for Business Ethics, Anaheim, CA
18. Adomavicius, G., Gupta, A., **Sheffler, Z.**, Yang, M. (December, 2015). *Computational Strategies for Inventory Liquidation* Workshop on Information Technology and Systems, Dallas, TX.

AWARDS	• Isenberg College Outstanding Teaching Award	2024
	• Isenberg Teaching Excellence Award	2023
	• Isenberg Summer Research Award	2023
	• Association for Information Systems Distinguished Member	2022
	• Americas 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 (<i>Badge Awards and Overjustification</i>)	2015
	• Carlson School Dean's Small Grant (<i>Badge Design and Bicycle Ridership</i>)	2016

TEACHING EXPERIENCE	University of Massachusetts	Assistant Professor
	OIM 350: Intro to Business Intelligence and Analytics	
	OIM 390ST: Business Data Visualization (also developed course)	
	SCH-MGMT 602: Intro to Business Intelligence and Analytics (MBA)	
	University of Minnesota	Graduate Instructor

	<p>IDSc 3001: Information Systems for Business Processes and Management (Spring, Summer 2016)</p> <p>Teaching Assistant Fall 2013 – Spring 2018</p> <p>Selected Courses (Faculty)</p> <p>IDSc 6481: Managerial Decision Making (Shawn Curley)</p> <p>IDSc 6444: Business Intelligence (De Liu)</p> <p>IDSc 6040: Information Technology Management (Mani Subramani)</p> <p>MSBA 6250: Analytics for Competitive Advantage (Ravi Bapna)</p>
DOCTORAL STUDENTS	<p>As Chair or Co-Chair</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> <p>Mantek Bhatia (expected 2026)</p>
PROFESSIONAL SERVICE	<ul style="list-style-type: none"> • Guest Editor, Information Systems Frontiers 2023 – 2024 • Associate Editor, International Conference on Information Systems 2022, 2024 • Associate Editor, European Conference on Information Systems 2023, 2024, 2025
DEPARTMENT SERVICE	<p>Operations and Information Management</p> <ul style="list-style-type: none"> • Honors Program Director 2023 – Present • Tenure-Track Search Committee Member 2018, 2022, 2023 • Enrollment Committee Member 2021 – 2023 • Speaker Series and Brownbag Coordinator (jointly with P. Arora) 2021 – 2022 • Speaker Series and Brownbag Coordinator 2022 - Present
COLLEGIATE AND UNIVERSITY SERVICE	<p>At the University of Massachusetts:</p> <ul style="list-style-type: none"> • Research Library Council of the Faculty Senate September 2023 – August 2026 <p>At the Isenberg School of Management:</p> <ul style="list-style-type: none"> • College Outstanding Teaching Award Committee 2025 – Present • Diversity, Equity, Inclusion, and Belonging Faculty Committee 2023 – Present <p>At the University of Minnesota:</p> <ul style="list-style-type: none"> • Speaker, Council of Graduate Students January 2017 – June 2018 • University of Minnesota Graduate Senator, Carlson School July 2016 – June 2017 • Director of Finance, Council of Graduate Students April 2015 – January 2017 • Outside Director, University Student Legal Service October 2015 – June 2017 <p>At the Carlson School of Management:</p> <ul style="list-style-type: none"> • Carlson School Ph.D. Student Advisory Committee July 2014 – June 2017 • Organizer, Annual Carlson MARS Conference July 2015 – July 2018
COMMUNITY SERVICE	<ul style="list-style-type: none"> • Court-Appointed Special Advocate (Franklin/Hampshire Co.) 2024 – Present
NON-ACADEMIC EMPLOYMENT	<ul style="list-style-type: none"> • Customer Service Administration 2000 – 2004 • Actuarial Assistant 2004 – 2010
RELEVANT SKILLS	<p>Computer Programming (Expert/for Instruction):</p> <ul style="list-style-type: none"> • Python, C/++, R, SQL (SQL Server, MySQL, PostgreSQL, SQLite), L^AT_EX <p>Language:</p>

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