

Marta Stelmaszak Rosa

Assistant Professor of Information Systems

Isenberg School of Management, University of Massachusetts Amherst

mstelmaszak@isenberg.umass.edu

PROFILE

As an Assistant Professor of Information Systems at the Isenberg School of Management at the University of Massachusetts Amherst, my key research interests concern digital data and their responsible, sustainable, and socially just management in organizations. My research program is geared towards information systems and management journals. I am committed to multidisciplinary teaching and keen to explore developing competencies needed for managers to work with data and analytics. I serve as a reviewer for top journals and conferences in the field, and regularly organize and volunteer at workshops and events. Both my research and teaching benefit from past experience as an entrepreneur in e-learning and IT.

EDUCATION

PhD in Information Systems, London School of Economics and Political Science, 2015-2019

Doctoral Thesis: "[Big data analytics and organisational change. The case of learning analytics](#)", supervisor: Prof. Jannis Kallinikos.

MSc in Data Science, Birkbeck, University of London, 2018-2020

Dissertation: "What makes a good answer? Good question... Investigating the characteristics of quality answers on Community Question Answering sites".

PGCert in Higher Education, London School of Economics and Political Science, 2017-2018

Full Certificate and Fellowship of the Higher Education Academy.

MSc in Management, Information Systems and Innovation, London School of Economics and Political Science, 2013-2014

Dissertation: "Self-employment and technology: paradoxes shaping the digital freelance environment", supervisor: Prof. Carsten Sørensen.

BA in Applied Translation, London Metropolitan University, 2009-2012

Completed a bachelor's degree with a first-class classification.

PROFESSIONAL RESEARCH EXPERIENCE

Assistant Professor of Information Systems, Isenberg School of Management, University of Massachusetts Amherst, 2024-now

Daimler Truck Professor of Analytics, School of Business, Portland State University, 2022-2024

Assistant Professor of Information Systems, School of Business, Portland State University, 2021-2024

PUBLISHED RESEARCH

Hopf, K., Joshi, M., Shollo, A., **Stelmaszak**, M. (listed alphabetically, equal contribution) (forthcoming) Data-Based Craft: How Data Scientists Craft Their Data, Models, and Products. *Research in the Sociology of Organizations*

Xu, D., **Stelmaszak**, M., & Aaltonen, A. (listed in reverse alphabetical order, equal contribution) (2025) What is Changing the Game in Data Research? Insights from the "Innovating in Data-based Reality" Professional Development Workshop. *Communications of the Association for Information Systems*, 53(1), 194-208. <https://aisel.aisnet.org/cais/vol56/iss1/2/>. Impact factor: 2.384, ABS Guide: 2

Stelmaszak, M., Möhlmann, M. & Sørensen, C. (2025) When Algorithms Delegate to Humans: Exploring Human-Algorithm Interaction at Uber. *MIS Quarterly*, 49(1), 303-330. <https://doi.org/10.25300/MISQ/2024/17911>. Impact factor: 5.430, ABS Guide: 4* (**open access**)

Stelmaszak, M., Wagner, E. & Nixon DuPont, N. (2024) Recognition in Personal Data: Data Warping, Recognition Concessions, and Social Justice. *MIS Quarterly*. Special Issue on *Digital Technologies and Social Justice*, 48(4), 1611-1636. <https://doi.org/10.25300/MISQ/2023/18088>. Impact factor: 5.430, ABS Guide: 4* (**open access**)

Constantiou, I., Joshi, M. and **Stelmaszak**, M. (editors) (2024) *Research Handbook on Artificial Intelligence and Decision Making in Organizations*. Cheltenham: Edward Elgar Publishing. <https://www.e-elgar.com/shop/usd/research-handbook-on-artificial-intelligence-and-decision-making-in-organizations-9781803926209.html>.

Aaltonen, A. & **Stelmaszak**, M. (listed alphabetically, equal contribution) (2024) The Performative Production of Trace Data in Knowledge Work. *Information Systems Research*, 35(3), 1448-1462. <https://pubsonline.informs.org/doi/10.1287/isre.2019.0357>. Impact factor: 2.457, ABS Guide: 4*

Constantiou, I., Joshi, M. & **Stelmaszak**, M. (listed alphabetically, equal contribution) (2023). Organizations as Digital Enactment Systems: A Theory of Replacement of Humans by Digital Technologies in Organizational Scanning, Interpretation and Learning. *Journal of the Association for Information Systems*. Special Issue on *Envisioning Digital Transformation: Advancing Theoretical Diversity*, 24(6), 1459-1478. <https://aisel.aisnet.org/jais/vol24/iss6/1/>. Impact factor: 3.103, ABS Guide: 4*

Aaltonen, A., Alaimo, C., Parmiggiani, E., **Stelmaszak**, M. & Jarvenpaa, S., Kallinikos, J., Monteiro, E. (listed alphabetically, equal contribution) (2023). Inaugural Workshop on Data Research: What is Missing from Research on Data in Information Systems? *Communications of the Association for Information Systems*, 53(1), 475-490. <https://aisel.aisnet.org/cais/vol53/iss1/17>. Impact factor: 2.384, ABS Guide: 2

Stelmaszak, M. & Parry, G. (2023) Data are in the Eye of the Beholder: Co-Creation for Sustainable Personal Data Value. *Strategic Change*. Special Issue on *Resilience, Sustainability, and Identity in the Digital Age*, 32(6), 175-182. <https://onlinelibrary.wiley.com/doi/10.1002/jsc.2556>. ABS Guide: 2*

Stelmaszak, M., & Kline, K. (2023). Managing Embedded Data Science Teams for Success: How Managers Can Navigate the Advantages and Challenges of Distributed Data Science. *Harvard Data Science Review*, 5(2). <https://doi.org/10.1162/99608f92.1f068331>

PAPERS UNDER REVIEW

Stelmaszak, M., Joshi, M. & Constantiou, I. (listed in reverse alphabetical order, equal contribution) Artificial Intelligence Beyond Humanism: Toward a New Paradigm for Theorizing AI in Organizations. Under review in: *Journal of Management Studies*. Special Issue on *Artificial Intelligence: Organizational Possibilities and Pitfalls*. Impact factor: 9.72, ABS Guide: 4, minor revision

Aaltonen, A., & **Stelmaszak**, M. Data Innovation: Designing Data-producing Arrangements for Enhanced Value Creation. Under review in: *Information and Organization*. Impact factor: 6.300, ABS Guide: 3, revise and resubmit

Stelmaszak, M., Lebovitz, S., Aaltonen, A., & Wagner, E. From Data About Things to Data About People: Theorizing the Personal Data Design Process. Under review in: *MIS Quarterly*. Impact factor: 5.430, ABS Guide: 4*, revise and resubmit

WORK IN PROGRESS

Stelmaszak, M., & Aaltonen, A. Data Innovation for Generating Value out of Data. Under development for: *Academy of Management Review*. Impact factor: 19.3, ABS Guide: 4*, writing up

Stelmaszak, M., Lebovitz, S. & Wagner, E. From Data to Change: From Data Subjects to Subjectivizing Data: Theorizing Dignity in Personal Data Design. Under development for: *Organization Science*. Impact factor: 7.31, ABS Guide: A*, reconceptualization

Stelmaszak, M., Wyers, K., Masiero, S., Aaltonen, A. & Wagner, E. Fuzzy Data Objects: Representing Gender Identity in Information Systems in a Data-made World. Under development for: *Information Systems Journal*. Impact factor: 4.267, ABS Guide: 4

Stelmaszak, M., Xue, Y., Tarafdar, M., Aaltonen, A. The Dynamic Ontology of Information Quality in Large Language Models' Outputs. Under development for: *MIS Quarterly*, Special Issue on *Artificial Intelligence-Information Assurance Nexus: The Future of Information Systems Security, Privacy, and Quality*. Impact factor: 5.430, ABS Guide: 4*, data analysis

Aaltonen, A., Lyytinen, K., & **Stelmaszak**, M. *Research Handbook on Digital Data: Interdisciplinary Perspectives*. Edward Elgar Publishing.

SELECT CONFERENCE PROCEEDINGS, PRESENTATIONS, PANELS

Stelmaszak, M. Lebovitz, S., & Wagner, E. Information Systems and Social Justice: Functional Specification and Closure in the Age of Abnormal Justice. *International Conference on Information Systems 2024*, 15-18 December 2024.

Stelmaszak, M., Aikath, D., & Mayer, A-S. "They work with data and do some science": How Identity Conflict Turns Professionals Away from Data Science. *International Conference on Information Systems 2023*, 10-13 December 2023.

Stelmaszak, M. Panel Symposium, Algorithmic Bias and Data Injustice: Dark Side or Dark Matter? *83rd Academy of Management Meeting*, 4-8 August 2023, Boston, USA.

Stelmaszak, M. & Wagner, E. (2023) Teaching Case Study: Gender Data Trouble in a Student Information System. *Hawaii International Conference on System Sciences 2023*, 3-6 January 2023. **(Nominated for Best Paper Award in Organizational Systems and Technology Track)**

Stelmaszak, M. & Wagner, E. (2022) What Flows Through Data Infrastructures: Blockages, Bends, and Bottlenecks in Sharing Gender Data Between Institutions. *International Conference on Information Systems 2022*, 12-15 December 2022.

Stelmaszak, M. Behavioral Visibility through Analytics: How Organizations Construct Actionable Insight. *82nd Academy of Management Meeting*, 5-9 August 2022, Seattle, USA.

Möhlmann, M. & **Stelmaszak**, M. Professional Development Workshop: Studying Algorithms and Management: Reflections on Data, Methods, and Theory. *82nd Academy of Management Meeting*, 5-9 August 2022, Seattle, USA.

Stelmaszak, M. (2022) Inside a Data Science Team: Data Crafting in Generating Strategic Value from Analytics. *European Conference on Information Systems 2022*, 18-24 June 2022.

Stelmaszak, M. (2021) How To Train Your Algo: Investigating the Enablers of Bias in Algorithmic Development. *International Conference on Information Systems 2021*, 12-15 December 2021.

Stelmaszak, M. (2021) Unboxing the Algorithm: A Process Model of an Algorithmic Solution. *Americas Conference on Information Systems 2021*, 9-13 August 2021.

Stelmaszak, M. & Parry, G. (2021) Data are in the Eye of the Beholder: Co-creating the Value of Personal Data. *Hawaii International Conference on System Sciences 2020*, 5-8 January 2021.

Stelmaszak, M. & Aaltonen, A. (2018) Closing the Loop of Big Data Analytics: the Case of Learning Analytics. *European Conference on Information Systems 2018*, 23-28 June 2018, Portsmouth, UK.

Stelmaszak, M. & Aaltonen, A. (2018) Toward a Bidirectional View of Causality in Big Data Analytics: The Case of Learning Analytics. *Academy of Management Global Proceedings*, Vol. Surrey, No. 2018.

OTHER PUBLICATIONS

- Data Studies Bibliography, <https://www.datastudiesbibliography.org/>, with Aaltonen, A.
- Harvard Business Review, "Creating a technology-driven DEI ecosystem to bridge the gap between DEI efforts and real change", 2024, with Tarafdar, M.
- Ivey Publishing, "Teaching Case: Personal Pronouns versus Information Systems", 2024, with Wagner, E. **(Nominated in in the Outstanding New Case Writer and Women in Business categories in The Case Centre 2024-2025 Case Competition)**
- LSE Business Review, "As firms collect their data, employees learn to game the system", 2020 with Aaltonen, A.
- LSE Research in Focus, "Big Data Analytics Change Modern Organisations from Within", 2019
- Management with Impact, "The more you measure, the more they will game you", 2019 with Aaltonen, A.
- LSE Business Review, "Working in the cloud means working all the time", 2016
- LSE Impact of Social Sciences Blog, "When data science meets social sciences: the benefits of the data revolution are clear but careful consideration is needed", 2017 with Hukal, P.

TEACHING EXPERIENCE

Instructor: Business Intelligence and Analytics (University of Massachusetts Amherst, undergraduate), Solving Business Problems with Analytics and Visualization, Information Literacy (Portland State University, undergraduate), Social Computing, Data and Information Service, Global Strategy Management and Information Systems (London School of Economics, graduate) Emerging Technology Review, Technology Strategy, Business Environment (University College London, graduate)

Course Designer: Solving Business Problems with Analytics and Visualization (MS Excel, Tableau), Business Analytics with Programming (Python), Systems Analysis and Design, Database Management (SQL) (Portland State University)

Additional Experience

Honorary Lecturer, Technology Management Group, University College London, 2020-now
LSE Fellow in Management, London School of Economics and Political Science, 2019-2020
Course Designer, International Programmes, LSE, University of London, 2017-2020
Associate Examiner, International Programmes, LSE, University of London, 2016-now

GRANTS AND AWARDS

- Research Excellence Award, Isenberg School of Management, University of Massachusetts Amherst, 2025
- Nominated for Distinguished Teaching Award, University of Massachusetts Amherst, 2025
- Outstanding JSIS Early Career Editorial Board Member Award, 2025
- Researcher of the Year, The School of Business, Portland State University, 2024
- Best Associate Editor Award, European Conference on Information Systems 2023
- Nominated for Best Paper Award at HICSS 2023 in Organizational Systems and Technology Track
- Daimler Truck Professorship of Analytics, USD 25,000 award per year
- Faculty Development Grant, USD 14,000 to support a research project on “Gender in Data: Querying the principles of database design in information systems research”, Portland State University
- Scholarly Engagement Grant, USD 4,000 to support research, Portland State University
- Best Reviewer Award for track AI in Business and Society, International Conference on Information Systems 2021
- Research Fellow at the Digital Transformations Platform, Copenhagen Business School, 2021
- Scholarly Engagement Grant, USD 3,500 to support a research project, Portland State University
- Nominated for Best Paper Award at HICSS 2021 in Decision Analytics and Service Science Track
- Top 10 lecturers and class teachers in Lent Term 2020, Department of Management, London School of Economics and Political Science
- Knowledge Exchange and Impact, 2019, London School of Economics and Political Science. Awarded a £2,000 grant to organize an event to disseminate research outputs with non-academic audiences
- Nominated for the Excellent Personal Tutoring Award as part of Student Choice Awards at University College London, 2019
- Summer of Student Innovation, 2016, Jisc. Awarded a £5,000 grant to develop an augmented reality mapping application for university campuses
- Selected as part of McKinsey’s Next Generation Women Leaders 2016
- PhD Studentship 2015-2019, London School of Economics and Political Science. Awarded a highly-selective and competitive full scholarship and stipend for the duration of the PhD program
- Higher Education Social Entrepreneurship Award, 2012. Awarded a £3,000 grant to start a community-interest company in the communication sector

INVITED TALKS

- Association for Information Systems Doctoral Student College, 16 April 2025: Publishing High Quality Research as a Ph.D. Student: Advice from Junior Faculty
- Stevens Institute of Technology, 11 March 2025: From Data About Things to Data About People: Theorizing the Personal Data Design Process
- UK Academy for Information Systems, 27 September 2023: Organizations as Digital Enactment Systems: A Theory of Replacement of Humans by Digital Technologies in Organizational Scanning, Interpretation, and Learning.

- Alliance Manchester Business School, 6 June 2023: The Seesaw of Visibility: How Organizations Struggle for Dignity when Managing the Visibility of Personal Data.
- DataConnect West, 23 March 2023: Humans and AI: Redistributing Intelligence for Business Value.
- Digital Markets Competition Forum, 27 April 2022: Unpacking the inner workings of a platform: How do algorithms and data shape competition among participants?
- Copenhagen Business School, 2 December 2021: Panel debate: How can AI interact with humans during decision-making in organizations?
- Digital Tech Summit, 1 December 2021: Behind the scenes of datawork: how valuable data are created in organizations.
- University of Exeter Business School, 5 March 2020: Big data, analytics and the rise of con-figuration work.
- Royal Holloway University, 4 March 2020: Big data, analytics and the rise of con-figuration work.
- UK Department for Education, 14 May 2019: Big data analytics in education: promises, myths and challenges.
- Loughborough University, 6 March 2019: Big data analytics and organizational change: transforming business school teaching through learning analytics.

EDITORIAL DUTIES

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Early Career Researcher Editorial Board Member, Journal of Strategic Information Systems
 Editorial Board, Journal of Information Technology Special Issue on Human-AI Collaboration, Emerging Digital Work Configurations, and the Changing Nature of Work, 2025
 Associate Editor, Academy of Management Annual Meeting, 2022, 2025
 Associate Editor, International Conference on Information Systems, 2021-present
 Associate Editor, European Conference on Information Systems, 2023-present
 Reviewer, Journal of Management Studies, 2023
 Reviewer, Journal of the Association of Information Systems, 2023
 Reviewer, Information Systems Research, 2022
 Reviewer, Information Technology for Development, 2022
 Reviewer, Journal of Strategic Information Systems, 2021-present
 Reviewer, Information Systems Journal, 2021, 2022
 Reviewer, Academy of Management Annual Meeting, 2018, 2019
 Reviewer, Journal of Information Technology, 2018

PROFESSIONAL MEMBERSHIPS

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Academic Membership of the Association for Information Systems
 Academic Membership of the Academy of Management
 Fellowship of the Higher Education Academy

SERVICE

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- Member of the Search Committee for an Assistant Professor of Information Systems, Isenberg School of Management, University of Massachusetts Amherst, 2024
 - Faculty Council Secretary, School of Business, Portland State University, 2023
 - Participant, Inclusive Pedagogy and Curricular Innovation Group, Portland State University, 2023
 - Member of the Search Committee for the Assistant Professor of Business Technology and Analytics, School of Business, Portland State University, 2022, 2023
 - Member of the Scholarship Committee, School of Business, Portland State University, 2022, 2023
 - Organizer of Inaugural Online Workshop on Data Research, 10 March 2022
 - Member of the Research Committee, School of Business, Portland State University, 2021, 2022
 - Member of the Search Committee for the Instructor of Business Technology and Analytics, School of Business, Portland State University, 2021